

Higher publicity program

GREATER SAN ANTONIO THE CITY OF DESTINY AND OF YOUR DESTINATION



The Power of Pictures

One picture is worth ten thousand words. From the earliest times man has employed the power of pictures to express his thoughts simply and directly. The pictorial instinct of mankind is one of the strongest and most universally persistent. Pictures speak in all languages, and in many instances, they can be made to carry a story, which it is impossible to convey by words. People see and understand pictures, long before they can read or write.

Higher Publicity League of Texas

(To Stimulate Truthful Publicity)

E. A. LUCK, Director of Publicity

319 St. Mary's St.

SAN ANTONIO

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Price: \$3.00 the Copy

MAY -1 1918



PLACE YOUR
PHOTOGRAPH
IN THIS SPACE

Yours Truly,

TO OUR SUBSCRIBERS:

In handing you this copy of "Greater San Antonio, the City of Destiny and of Your Destination," for 1918, we do so hoping that you will note the improvements made over previous issues, and that you will give us some practical suggestions for additional improvements which we can embody in the next issue.

It is our aim to make this Co-operative Publicity Book a ready reference for anybody interested in the San Antonio district or its possibilities. Any criticism which will enable us to improve the next edition will therefore be welcome.

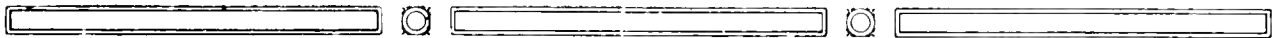
E. A. LUCK, Director of Publicity
Basement Gibbs Building
San Antonio, Texas

This Book and Plan of Co-operative Publicity has been endorsed by the leading Civic bodies of San Antonio and the subscription list among large business firms and individuals is growing very rapidly.

CIVIC ORGANIZATIONS

Publicity Division Chamber of Commerce.
Hotel Men's Association of San Antonio.
San Antonio Real Estate Board.
San Antonio Builders' Exchange.
Manufacturer's Association of San Antonio.
San Antonio Trades Council.

San Antonio Automobile Trades Association.
S. W. Tex. Life Underwriters Association.
The Fiesta Association.
President, Rotary Club.
Sam C. Bell, Mayor of San Antonio.
Scientific Society.



San Antonio, Texas,

1918

To

You believe in your city. That's why you live there. We are proud of ours. That's why we are calling to your attention San Antonio, "THE CITY OF DESTINY AND OF YOUR DESTINATION," by sending you the book in which this card is enclosed. This book will not have accomplished the full purpose of the sender, unless in the near future, we have the opportunity of showing you in person some of the things which this book but poorly describes.

HIGHER PUBLICITY LEAGUE OF TEXAS.

Compliments of

The Sender.

SECOND EDITION

CITIZENS OF SAN ANTONIO



Higher Publicity is the real yeast in the bread of improvement and a never failing factor for good results. Joining this movement is like throwing away the canoe paddles and getting aboard a steamboat.

It has been said that "One single idea may have greater weight than the labor of all the men, animals and engines for a century," and the idea of the Higher Publicity League of Texas belongs to that class.

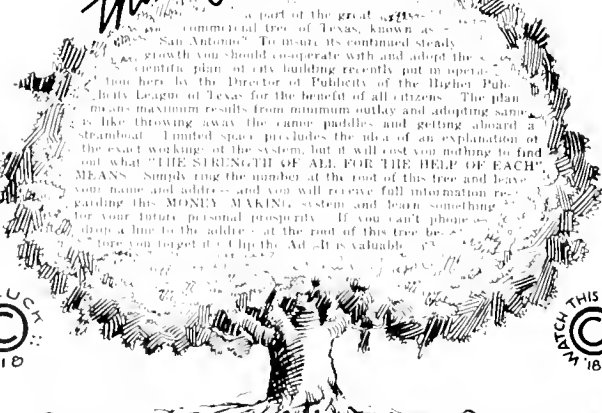
The "Greater San Antonio" book of facts and figures with four thousand dollars worth of copper plates picturizing San Antonio, has been compiled and is now ready for distribution by subscribers, to be placed on the reading tables of all Commercial Clubs and Civic Bodies throughout the United States and Canada. Get Radio-active—become a "LIVE WIRE" and send a few of these HIGHER PUBLICITY BOOKS to your "SNOW-DIGGER" friends up north, with a personal invitation to visit San Antonio for rest, recreation, business, pleasure or investment. Let's make the circulation Nation-wide and watch San Antonio G-R-O-W. OBEY THAT IMPULSE NOW, RIGHT NOW—WRITE NOW.

Yours for results,

Higher Publicity League of Texas,

By E. A. LUCK, Director of Publicity.

*Do you know
that you are*



BUILD UP THE HOME TOWN

If you want to live in the kind of a Town—

Like the kind of a Town you like,

You needn't slip your clothes in a grip

And start on a long, long hike,

You'll only find what you left behind,

For there's nothing that's really new;

It's a knock at yourself when you knock your town—

It isn't your Town—it's you!

Real Towns are not made by Men afraid—

Lest somebody else gets ahead,

When everyone works and nobody shirks

You can raise a Town from the dead,

And if while you make your personal stake,

Your neighbor can make one, too,

Your town will be what you want to see—

It isn't your Town—it's YOU!

Anon.

The above is a newspaper ad for the Press of San Antonio; but it is also used in conjunction with business cards and folders of various firms and individuals of the city. See E. A. Luck about this

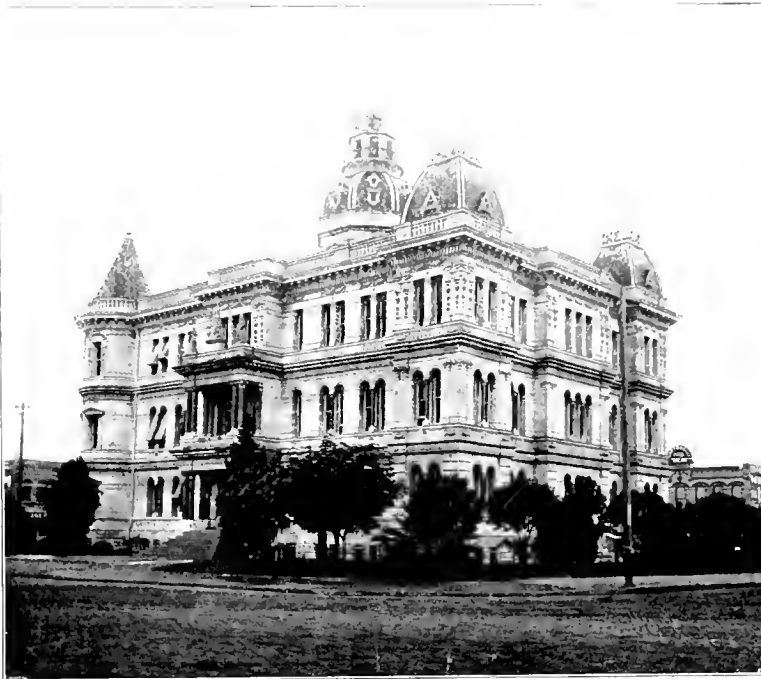
INTRODUCTION

The purpose of this book is to present to the general public, the tourist and investors of foreign states a synopsis of reliable information covering the many attractions and opportunities offered by SAN ANTONIO, "THE CITY OF DESTINY AND OF YOUR DESTINATION."

To let the country know that San Antonio is a modern, yet picturesquely interesting, historically enthralling—yet up-to-date city. To let the tourist know that every luxury known to the dweller of the Nation's greatest cities may be found here, while the visitor enjoys what other cities cannot give: Latin - American settings in distinctly foreign quarters, the Alamo and the Missions, beautiful in their ruins, telling of the days of Empire-making two centuries ago, when the cross and the sword went together into the wilderness to bring civilization to the savage race. The object of the compiler has been to place into concrete form all available information and

facts about San Antonio and its environments so as to make same easy of assimilation among all classes of people residing in less favorable sections who are looking toward San Antonio as a possible future home. Securing maximum efficiency with a minimum

of space and verbiage has been made possible by combining the judicious use of the camera and the pen. Suffice it to say, San Antonio offers the last chance of the century to get in on the ground floor of the development of one of America's great population centers. Here nature has done more than her share to make rapid development and ideal homesites possible. The process of building a great metropolis has been set in motion in San Antonio and it is no wonder that men with foresight, enthusiasm, capital, ener-



CITY HALL, SAN ANTONIO

gy and skill have planned greater San Antonio and are working their plan. "THE STRENGTH OF ALL FOR THE HELP OF EACH," is their slogan.

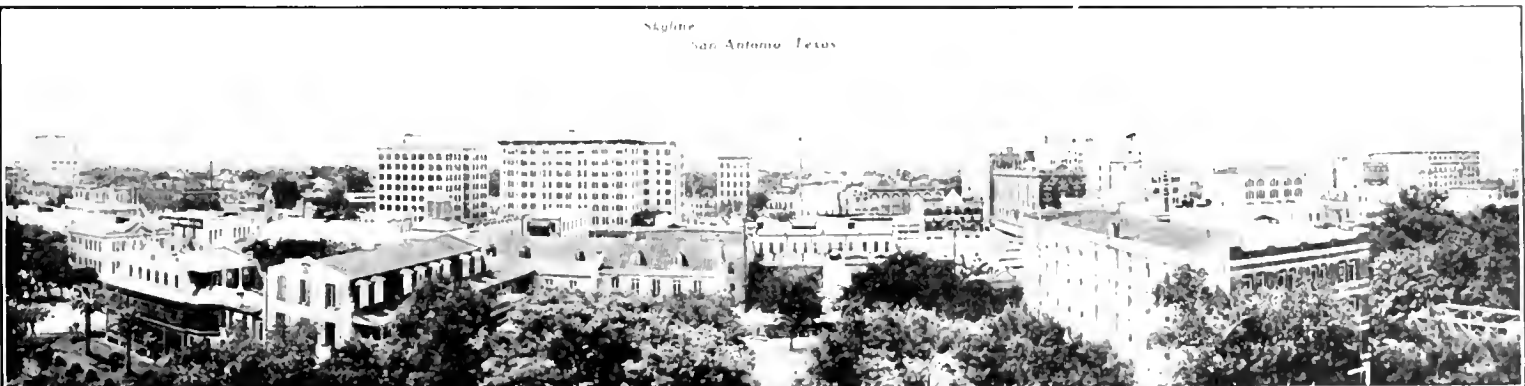
THOUGHTLETS

Don't put your name down and your money up,
and then let go.
Catch hold firmly and pull with the rest.
Get under and lift; don't be a leaner.
Don't be a kicker or a knocker.
Don't be a drone or a figurehead.
Give your home stores a chance.
Be a real, red-hot enthusiast.
Help your own town first.

—WILMOT

Somebody said that it couldn't be done,
But he, with a chuckle, replied:
That "maybe it couldn't," but he would be one
Who wouldn't say so till he tried.
So he buckled right in, with the trace of a grin
On his face. If he worried, he hid it.
He started to sing as he tackled the thing
That couldn't be done—and he did it.

Skyline
San Antonio, Texas



SAN ANTONIO FACTS

We present these facts as concisely as possible and ask that you use your own good judgment and clear system of analysis as to what bearing they have on the future of San Antonio

Present population, 145,000.
Area (corporate limits), 36 square miles.
Commission form of City Government.
Assessed valuation in 1917, \$109,971,392.
Altitude above sea level, 659 to 810 feet.
Average annual rainfall, 26.83 inches.
Mean summer temperature, 82 degrees.
Mean winter temperature, 54 degrees.
Average velocity of wind, 7.4 miles per hour.
Proportion of rainy days to fair, 1 to 5.
Finest artesian water supply in America.
Capacity of pumping plant, 50 million gallons daily.
Daily average consumption of water, 14 million gallons.
Many hotels and industrial plants own private artesian wells.
Tax rate—City, \$1.70; School, \$0.45; State, \$0.60; County, \$0.55.
Building permits 1917, \$3,500,000.
Bonded indebtedness, \$5,378,000.
Number of banks, 15; total deposits, \$34,202,930.00.
Postoffice receipts, 1917, \$678,663.24.
Fire department, 150 paid men; lowest key rate in State—14 cents.
Number of public buildings, 18.
Secret societies, 129.
Metropolitan street car system, 100 miles of track.
Modern telephone system (Bell), 18,000 telephones.
Newspapers: 4 dailies, 12 weeklies, 3 monthlies.
Railroads: 5 trunk lines and 5 branch lines.
Modern gas and electric system.
Medicinal wells and baths, 7.
Parks and plazas, 24.
Number of bridges crossing San Antonio River, 86.
Central market house and market plaza.
Hospitals, 7.
Miles of new street pavement, 115.
Manufacturing industries, 236; annual production, \$35,000,000.
Tourist cottages and bungalows, 3750.

Churches of various denominations, 68.
Public schools, 35; value of public school property, \$2,000,000.
Number of teachers, 540; scholastic population, 31,733.
Private schools, 45, representing an investment of two million dollars.
Modern hotels, 11.
Largest Army Post in the United States; area 3500 acres; investment, seventeen million dollars.
Area of target range, 18,000 acres.
Value of farm and stock products of San Antonio territory, \$65,000,000 annually.
Annual wholesale trade, 100 million.
Population of San Antonio's trade territory, 884,150.
Value of cotton raised in San Antonio territory in 1917, \$80,000,000.
Miles of improved wagon and automobile roads, 5130.
Less than 15 per cent of the agricultural lands are developed.
San Antonio is in the midst of the richest agricultural district in Texas (as large as the States of Ohio, Massachusetts, New Jersey, Connecticut, Rhode Island and Delaware, a total area of 43,529,600 acres), and is the gateway to commercial Mexico.
In wealth of raw material and undeveloped resources, it offers great opportunities for new industries, distributing houses and colonization projects.
This is the last of the great partly developed areas of good land.
Number of automobile licenses in San Antonio, 14,500.
Suburban irrigated gardens produce roasting ears for Christmas.
Three of the four railroads entering Mexico from the United States radiate from San Antonio.
“The Strength of All for the Help of Each,” is our slogan. We are here to help each other, and only through co-operation do we grow. **THEREFORE, PULL TOGETHER FOR A GREATER SAN ANTONIO.**

Issued by the Higher Publicity League of Texas for the hotel and business interests of San Antonio as well as for the information of tourists and investors

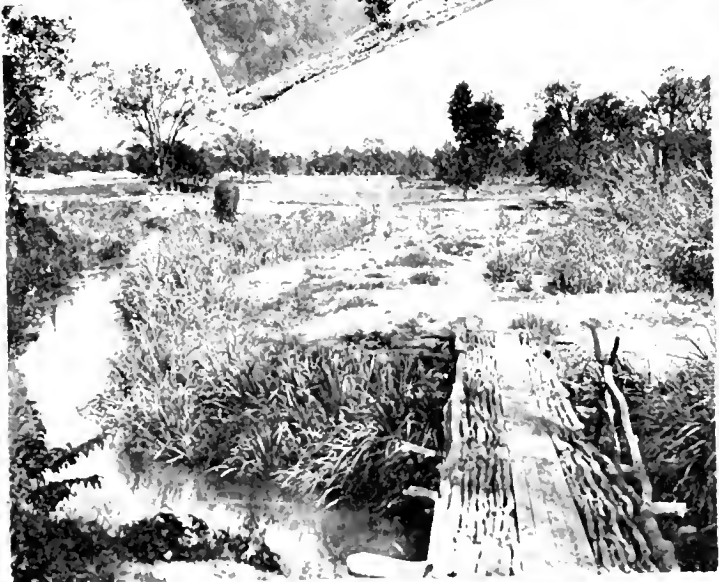
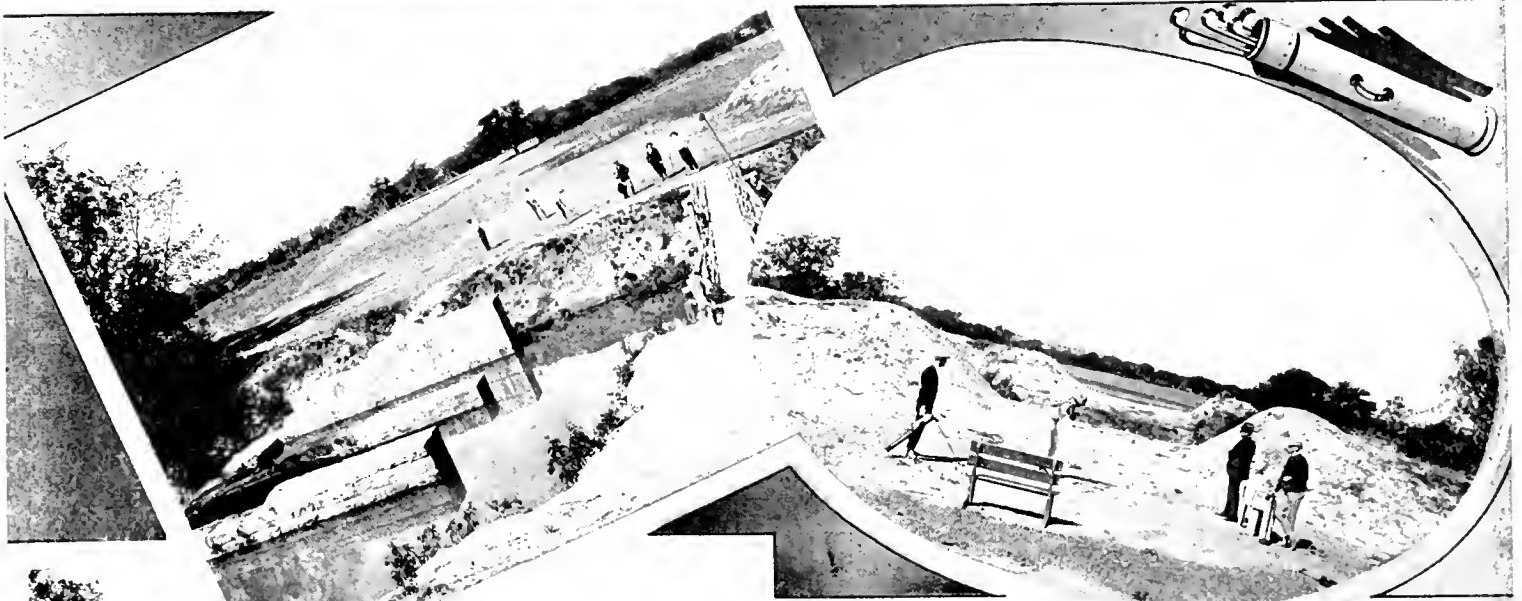
E. A. LUCK, Director of Publicity

The Illustrated Fact Book and Encyclopedia of a City
SAN ANTONIO, TEXAS



San Pedro Park

THE MUNICIPAL GOLF LINKS



Copyright © 1910, G. Brown.

The San Antonio Links are considered by experts to be among the finest in the United States, and Golf may be played the year round. Besides the Municipal Golf Course there is the Country Club Course and the Hunsache Course on Laurel Heights.

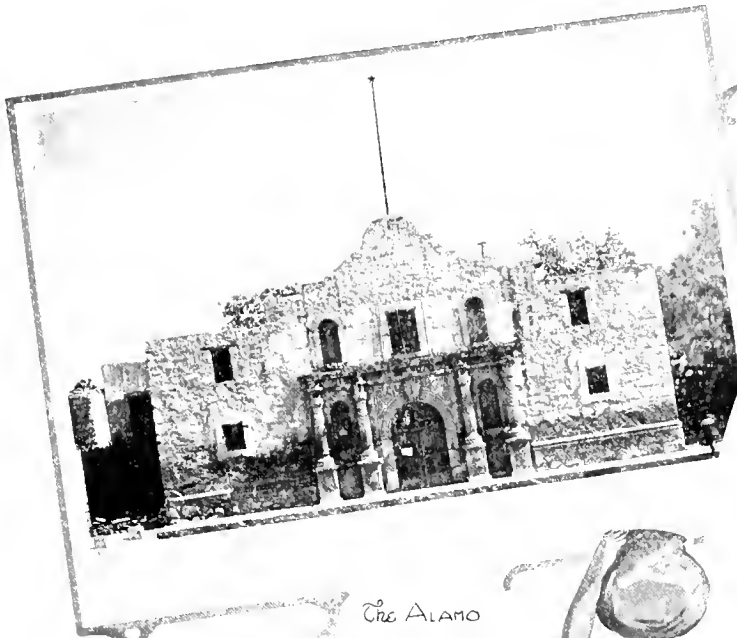


Public Comfort Station, Emergency Hospital and Band Stand on Alamo Plaza.



The Mission San Jose has been pronounced by critics to be the finest ruin on the American Continent.

THE ALAMO AND OLD MISSIONS OF SAN ANTONIO—THE DELIGHT OF KODAKERS



The Alamo



SAN JOSE



SAN JUAN.



CONCEPCION.



DE ESPADA

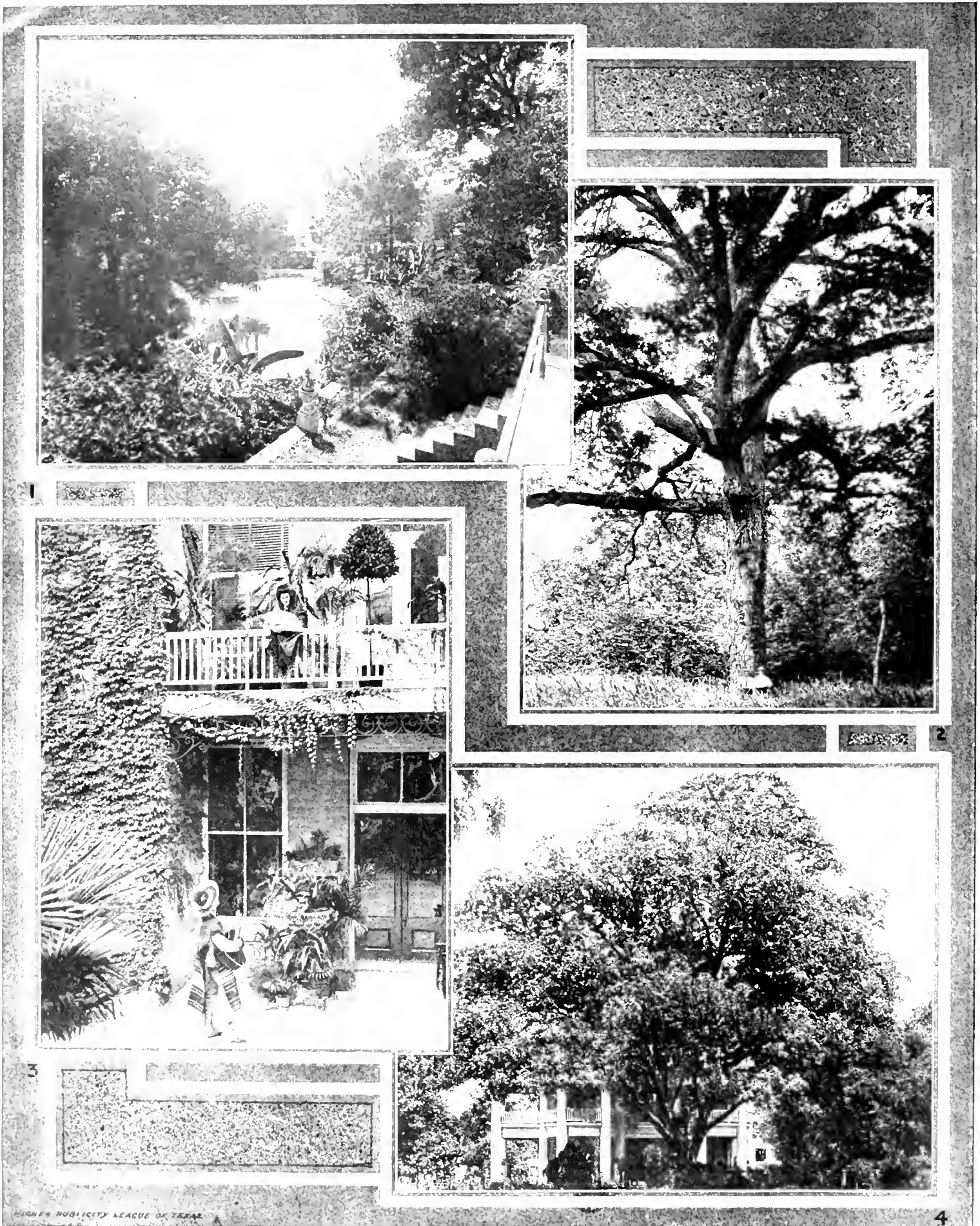


DINING HALL SAN JOSE

Courtesy Alamo Camera Company, 333 Alamo Plaza

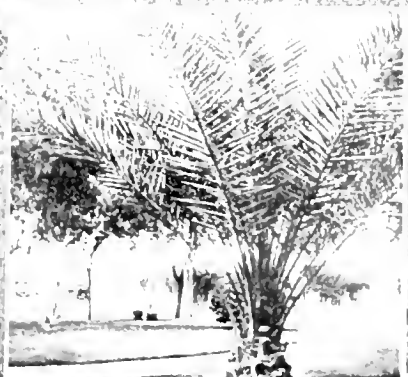
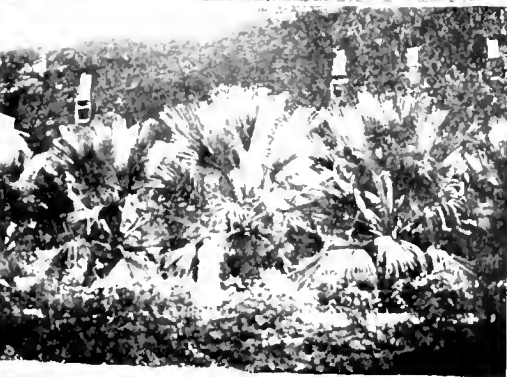
The Alamo and the Missions are the shrines before which all Pilgrims to San Antonio bow. The Alamo, built in 1718, known as the Cradle of Texas Liberty, is by far the most interesting of the old Missions. Around its glorious traditions a great city is building.

TYPICAL SAN ANTONIO TREES AND VINES



1. View from balcony of Adolph Wagner's residence looking towards Pioneer Mills. 2. The fifteen bushel Richter Pecan tree south of San Antonio. 3. Vine-clad Patio of the Menger showing a rehearsal of the Mexican Romeo and Juliet. 4. A city bred Pecan tree at the Elmendorf Home.

TROPICAL SAN ANTONIO

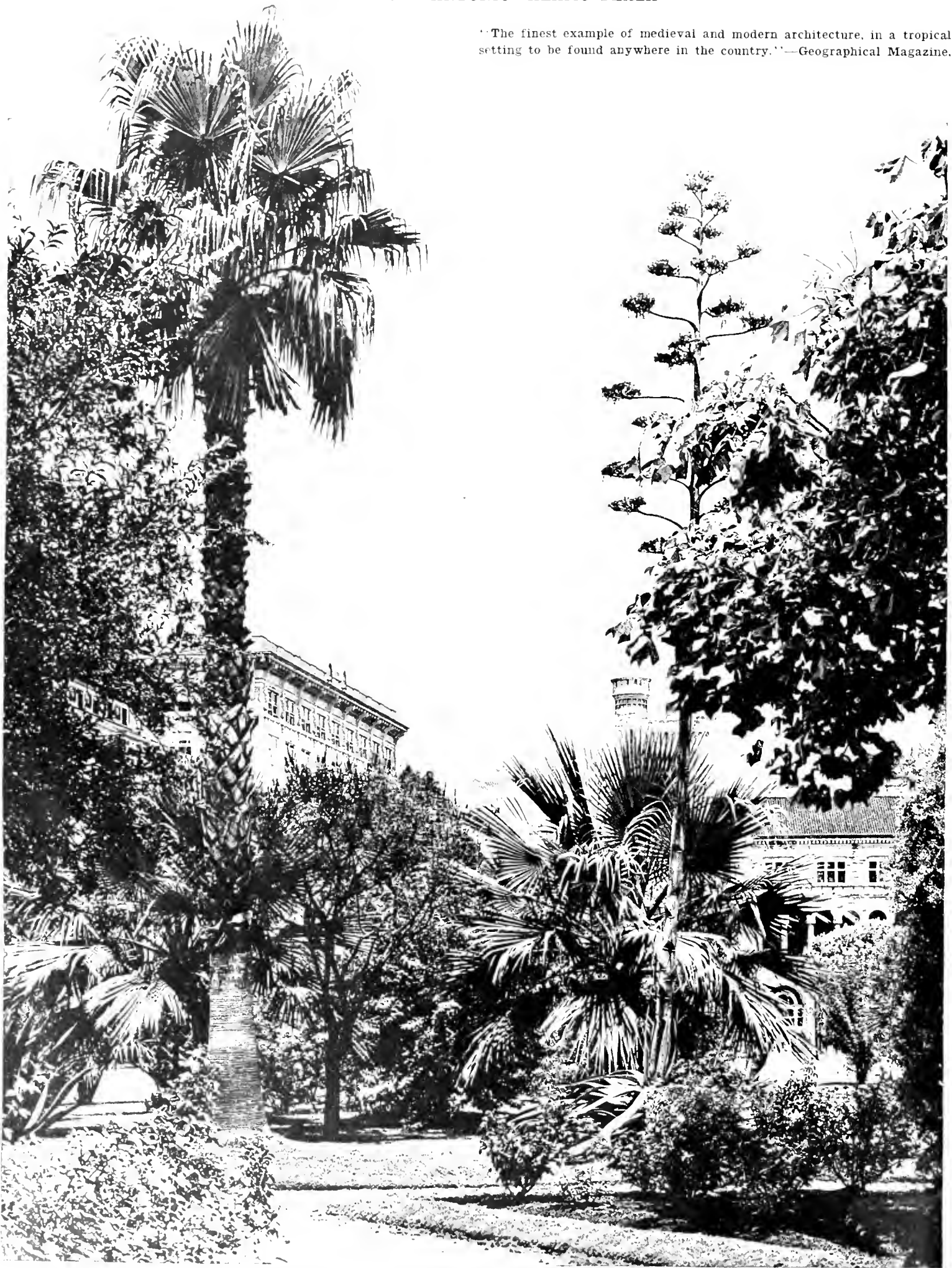


There are seven varieties of Palms growing in San Antonio, including the Washingtonia, Date Palm and Sabal Mexicana. The Date Palm matures fruit in this climate.

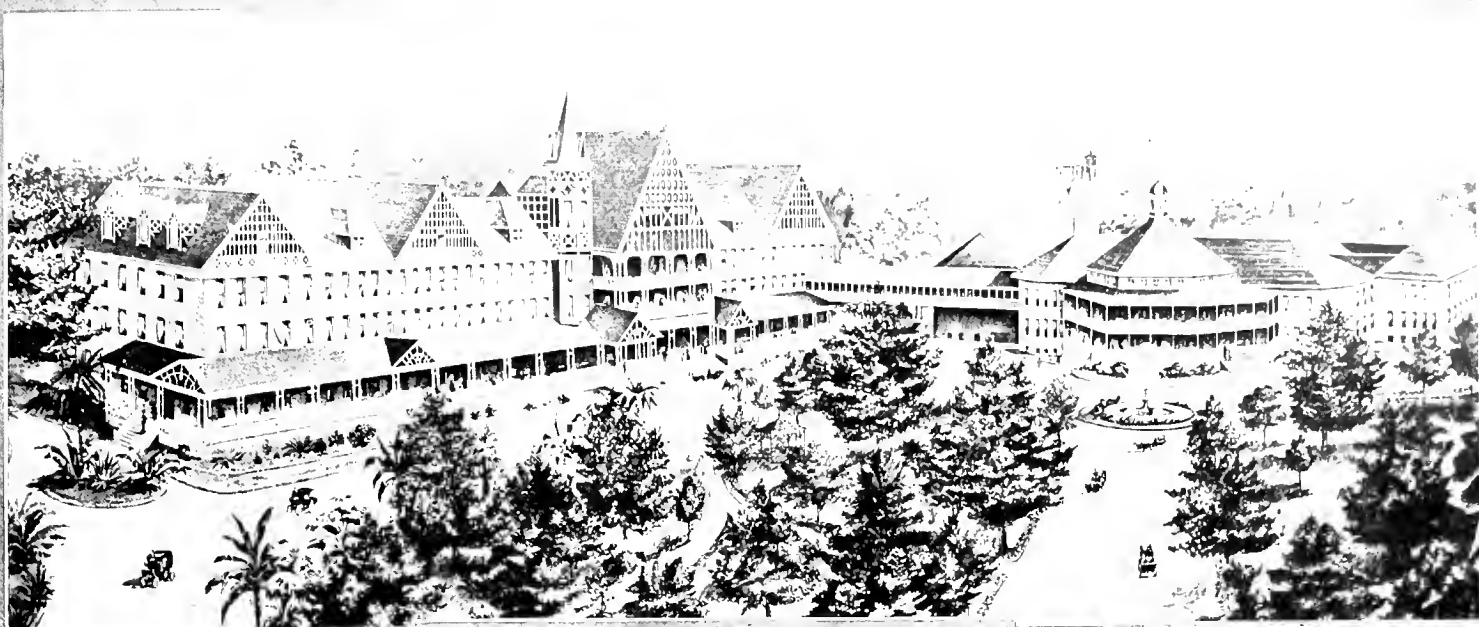
Harvey C. Stiles, Horticulturist

TROPICAL SAN ANTONIO—ALAMO PLAZA

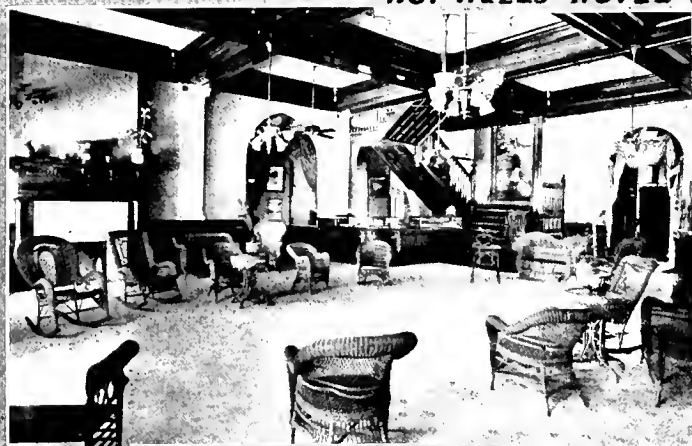
"The finest example of medieval and modern architecture, in a tropical setting to be found anywhere in the country."—Geographical Magazine.



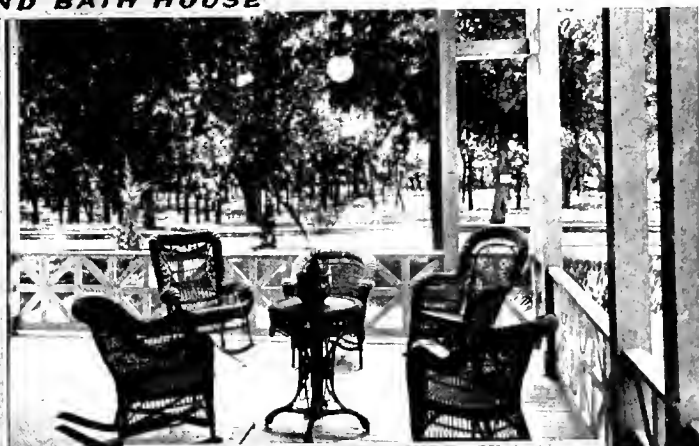
Tropical San Antonio has wonderful charm for the winter tourist. Here he finds the tropics of Florida, the radiant skies of Southern California, and the soft breezes of the Cuban Isle. The delightful climate of San Antonio makes possible every joy of out-door life—and there is an intensely interesting atmosphere of historical romance that heightens the pleasure of a visit to this quaint new-old city, famous for its Alamo, "The Cradle of Texas Liberty."



HOT WELLS HOTEL AND BATH HOUSE



HOT WELLS HOTEL LOBBY



VIEW HOT WELLS HOTEL GALLERY



HOT WELLS SWIMMING POOL



HOT WELLS PARK CAFE



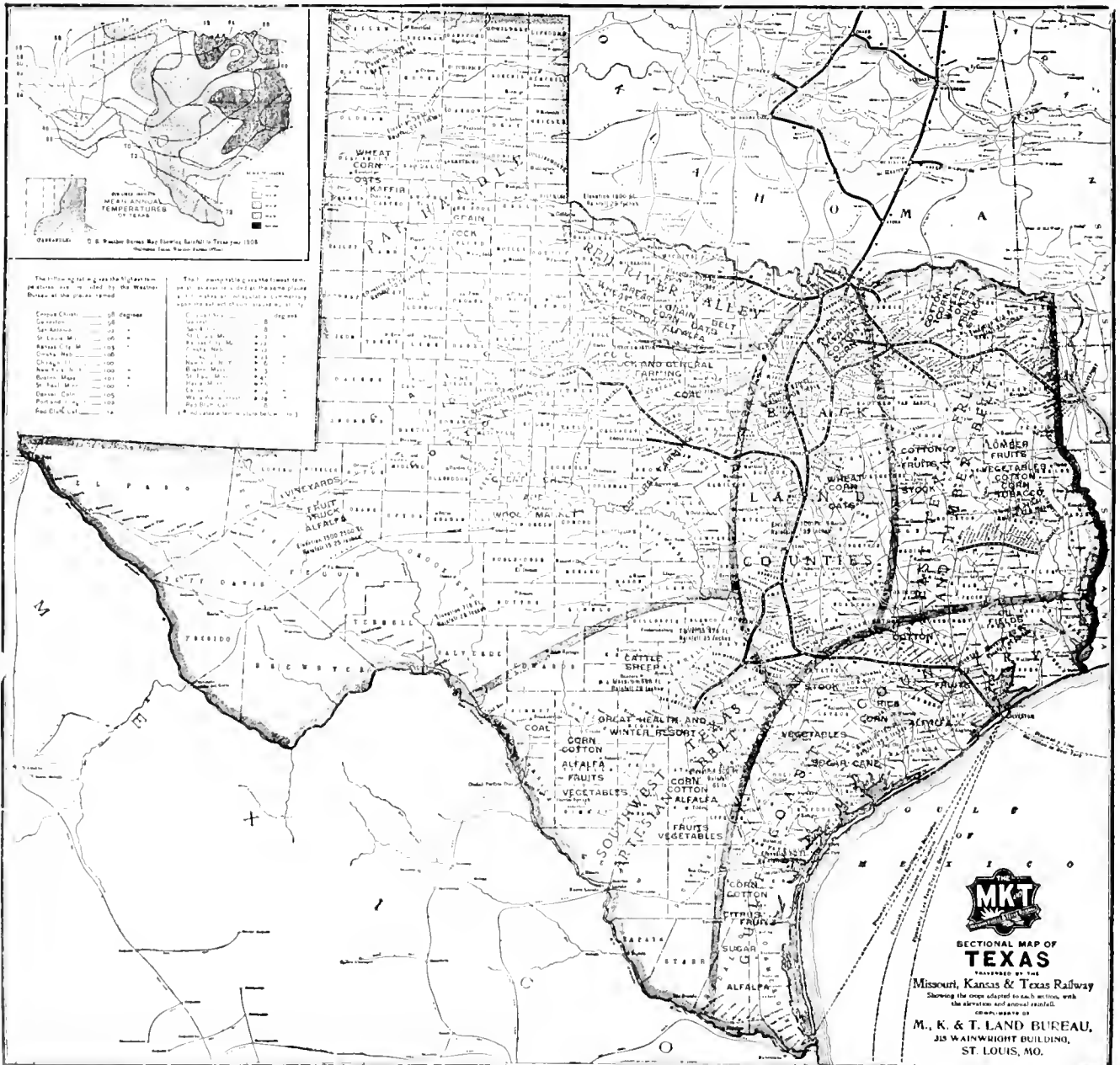
DRIVEWAY THROUGH PECAN GROVE



TROPICAL GARDEN FACING BATH

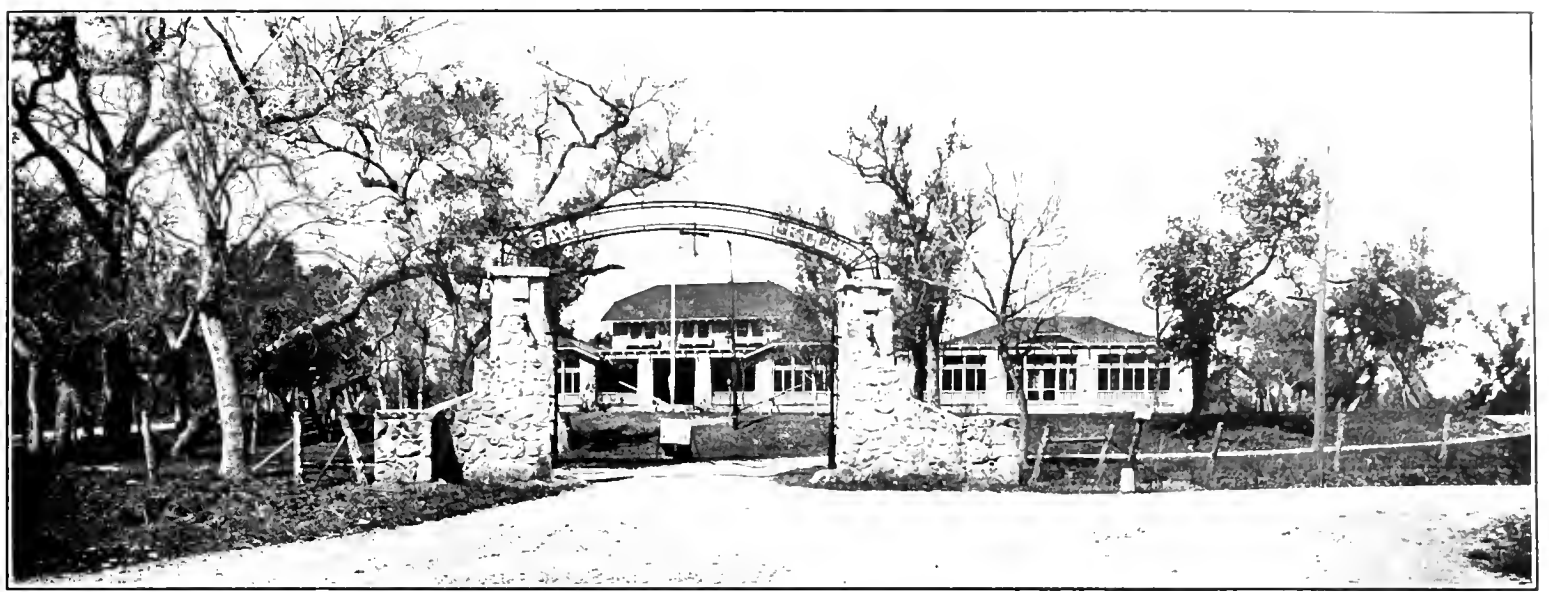
A black and white photograph of a large, two-story building with a central dome and arched windows. The building is surrounded by a lawn and trees. A sign above the central archway reads "HARLAN AND JOHN HOUSE". The photograph is mounted on a dark album page with a decorative border.

Harlandale Baths.



The Present Texas Is Impressive; a Contemplation of the Future Texas Is Almost Overwhelming

CLUBS OF SAN ANTONIO



Automobile Club on North Loop.

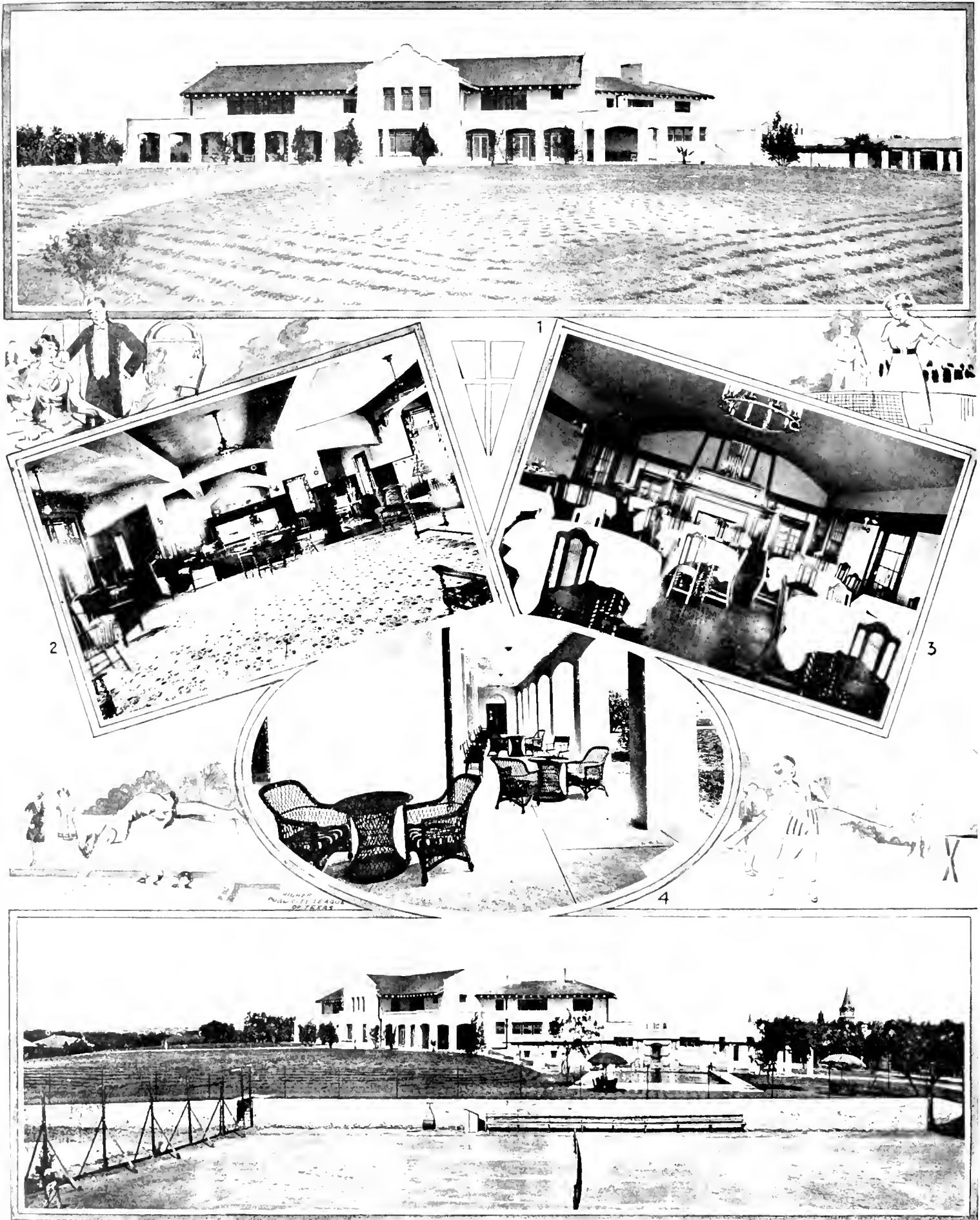
Adams & Adams, Architects.



The Argyle at Head of River, Alamo Heights.

Courtesy R. E. O'Grady, Proprietor

SAN ANTONIO COUNTRY CLUB



The Golf Links at the Country Club are well patronized by members and their families.

Courtesy Coleman & Jenkins, Contractors.
George Willis, Architect.

CLUBS OF SAN ANTONIO



GENTLEMEN'S PARLOR



ENTRANCE



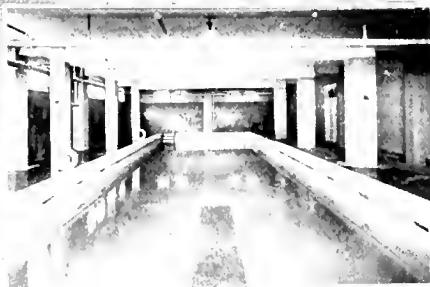
LADIES PARLOR



BUFFET



BILLIARD ROOM



SWIMMING POOL



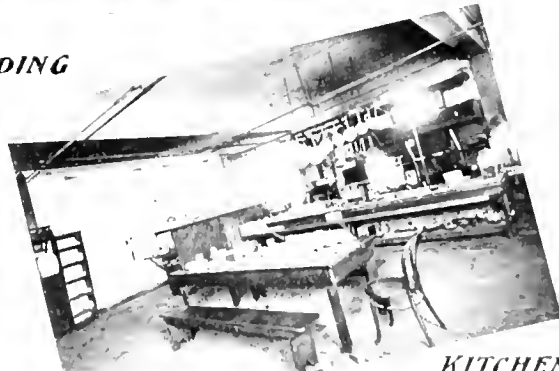
CLUB BUILDING



DOMINO ROOM



GYMNASIUM



KITCHEN



DINING ROOM

TRAVIS
• CLUB •
SAN ANTONIO
• TEXAS •

HIGHER PUBLICITY
LEAGUE OF TEXAS

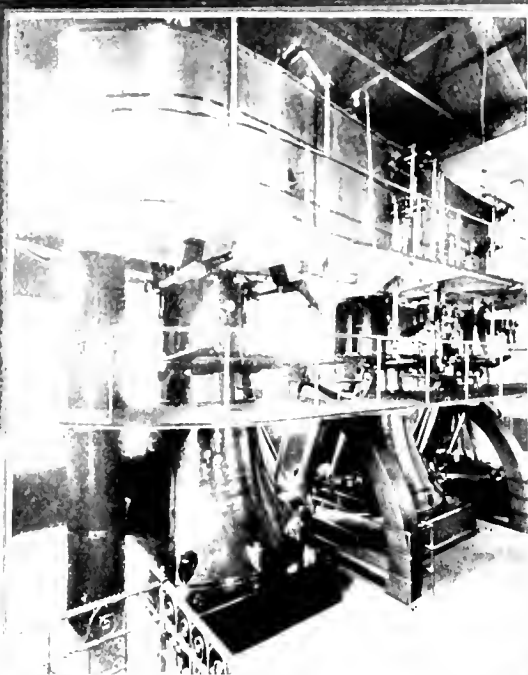


ROOF

This is the finest City Club in Texas. Visitors will have no difficulty in securing cards to the Club. Travis Club has many social entertainments

HIGHER PUBLICITY LEAGUE OF TEXAS

WONDERFUL WATER SUPPLY OF SAN ANTONIO



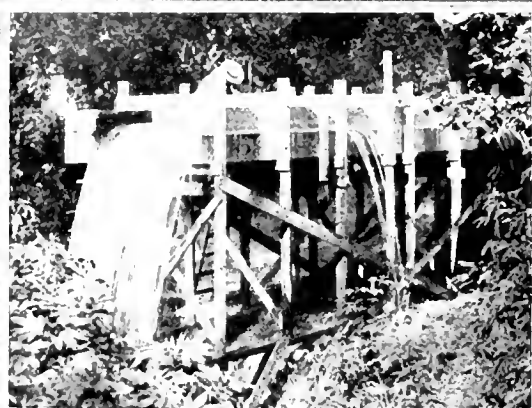
PUMPS IN LOW SERVICE STATION



HIGH SERVICE STATION



RIVER SUPPLIED BY ARTESIAN SPRINGS



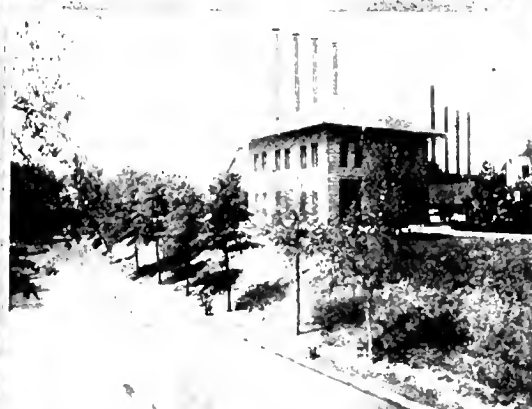
TEST OF ARTESIAN WELL



AN ARTESIAN WELL



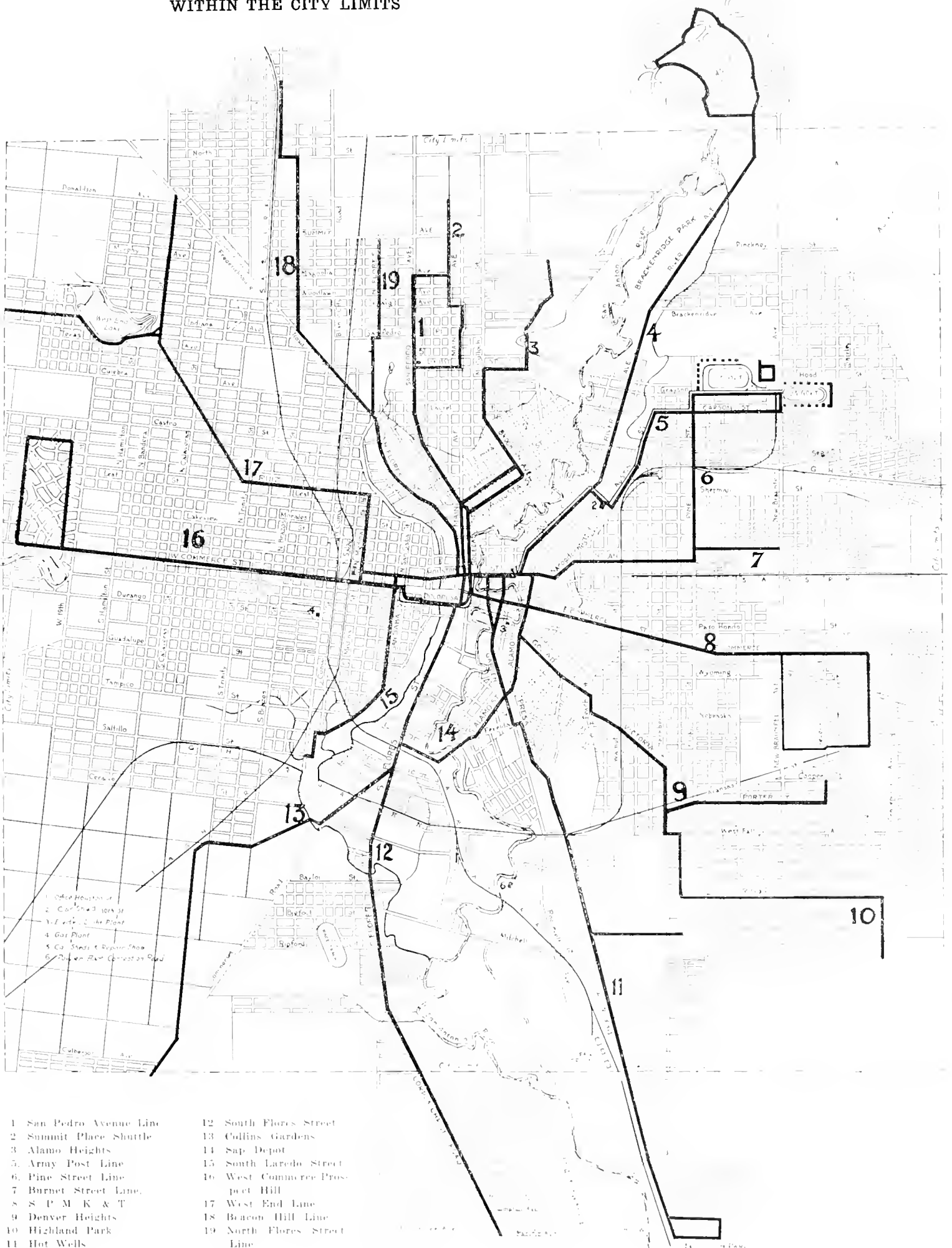
INTERIOR OF HIGH SERVICE STATION



LOW SERVICE PUMPING STATION

MOST UNIQUE WATER SUPPLY IN THE WORLD ABSOLUTELY PURE
WATER NEVER SEES THE LIGHT OF DAY UNTIL YOU TURN THE FAUCET

THIRTY-SIX SQUARE MILES OF BEAUTY SPOTS WITHIN THE CITY LIMITS

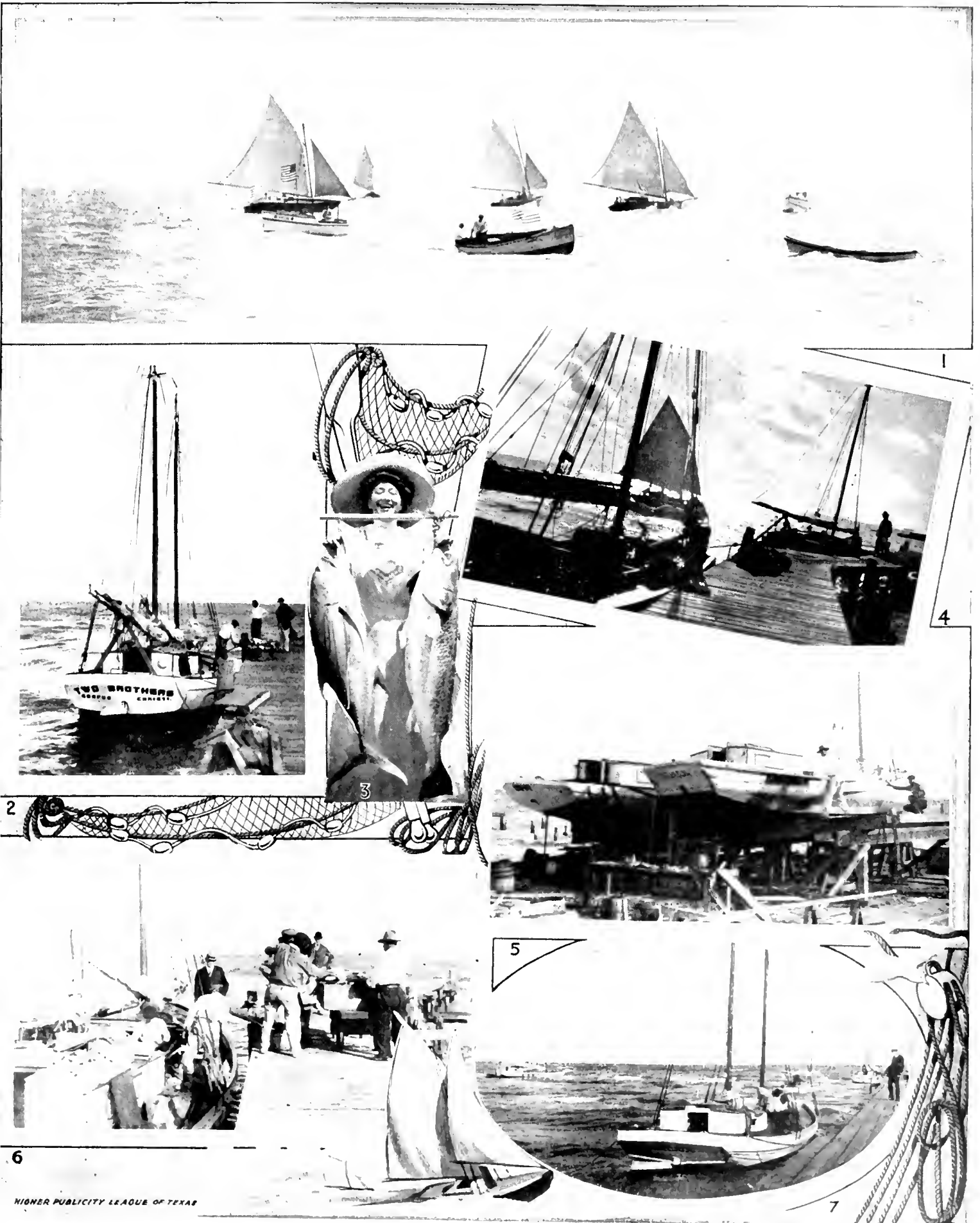


A GLIMPSE OF SAN ANTONIO'S BUSINESS SECTION



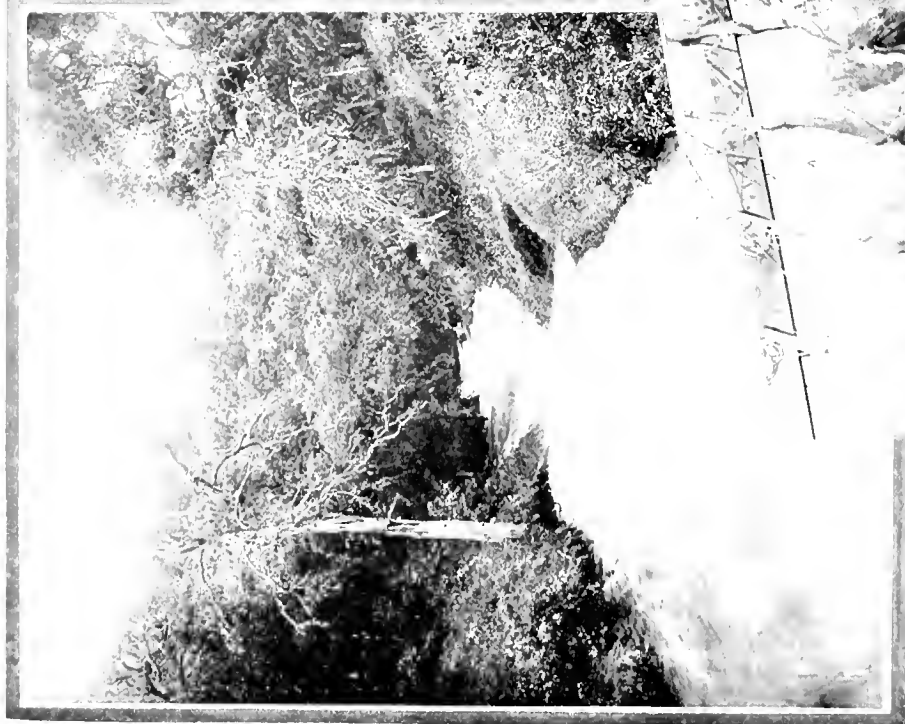
The time for San Antonio's larger development has arrived. Present building activities eclipse all records. Every steam hammer that beats its call to industry upon the steel beams of a new skyscraper, strikes for the greater commercial interests of the Metropolis of Texas. The process of building a great city has been set in motion here.

THE SOURCE OF SAN ANTONIO'S FOOD FISH SUPPLY — CORPUS CHRISTI BAY



The Coast is Only a Few Hours Run From San Antonio.
 Courtesy C. W. Gibson, Manager Lone Star Fish and Oyster Company, San Antonio.

THE SPORTS



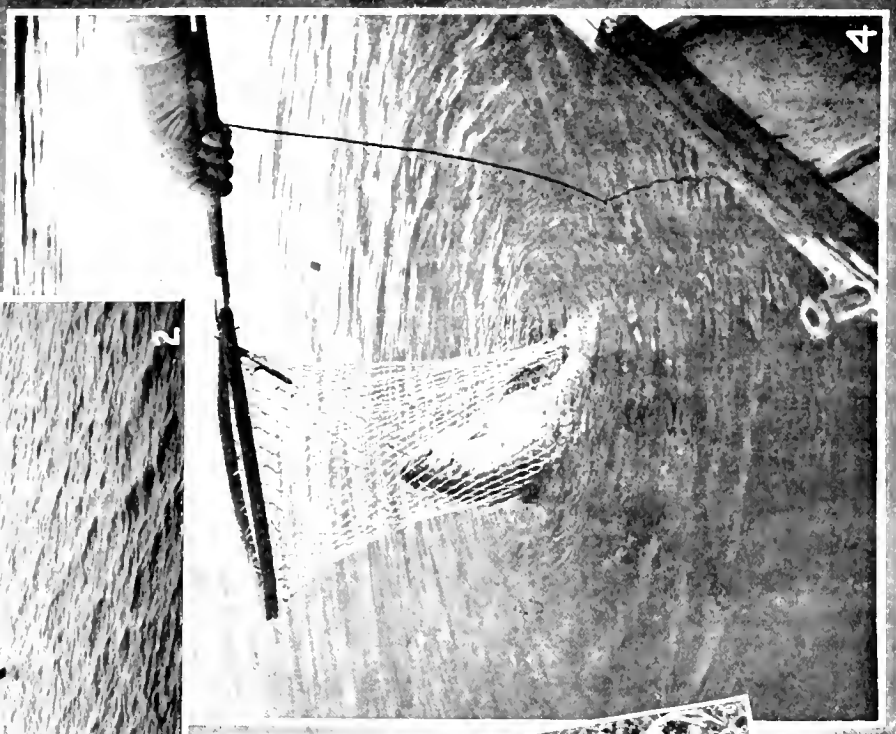
1. Rapids



2. Bathing in Medina Lake

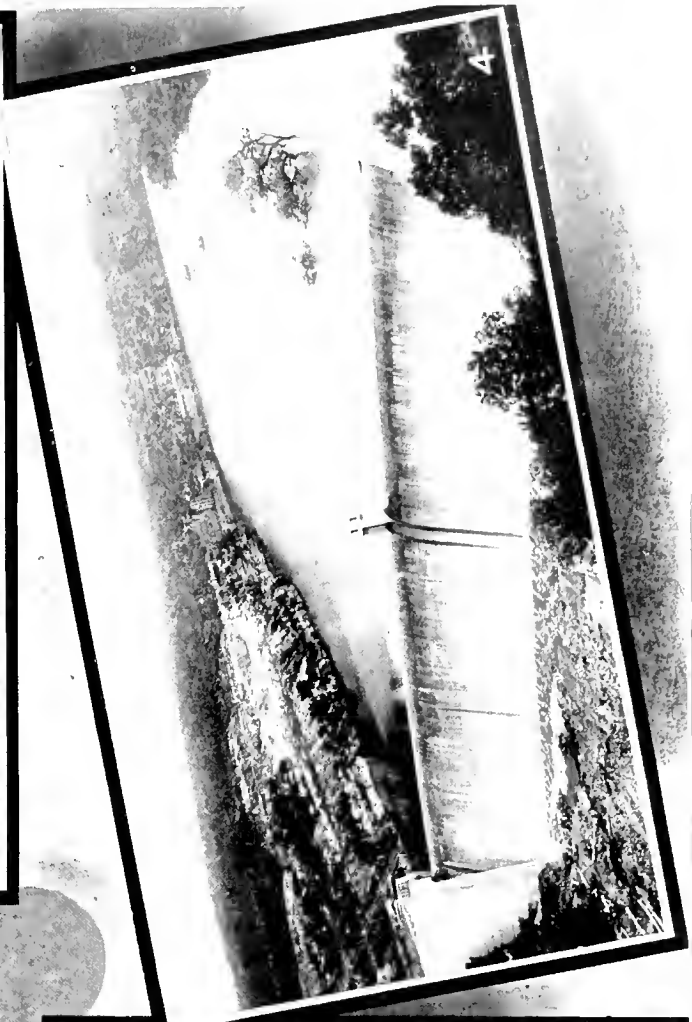
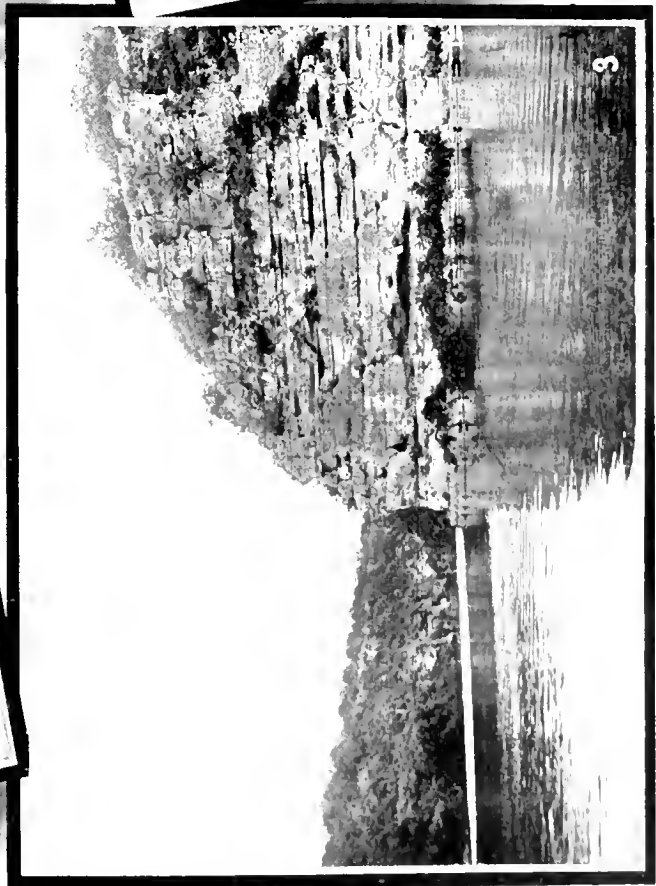
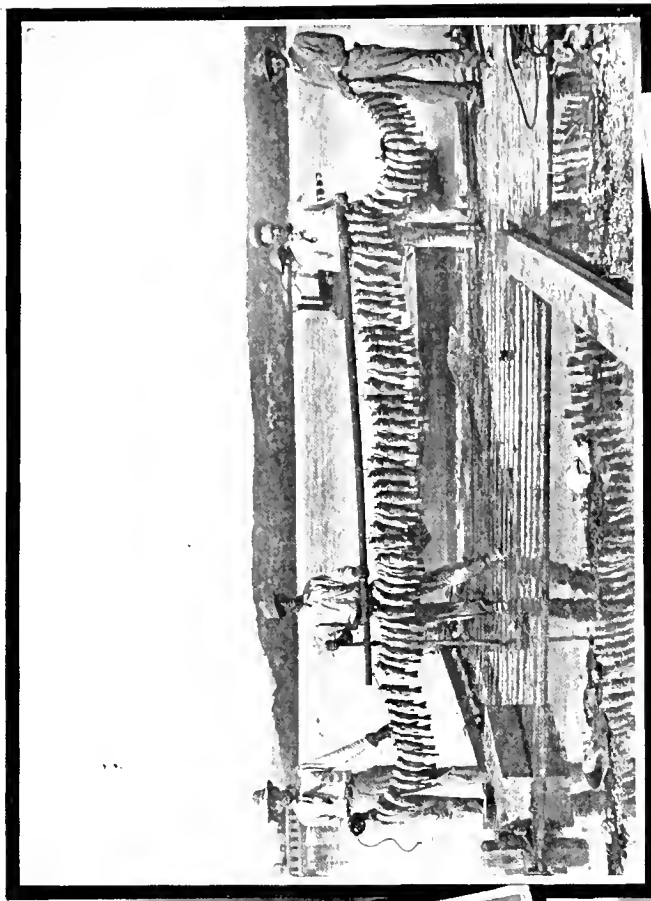
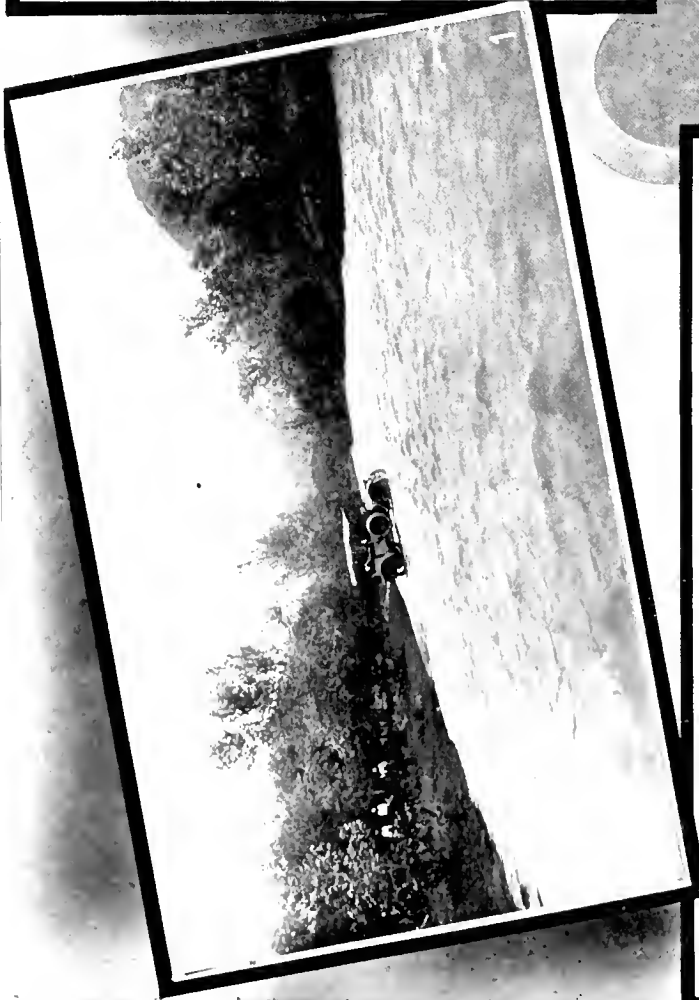


3. Good Hunting Near Medina Lake.



4. Landing a Big One.

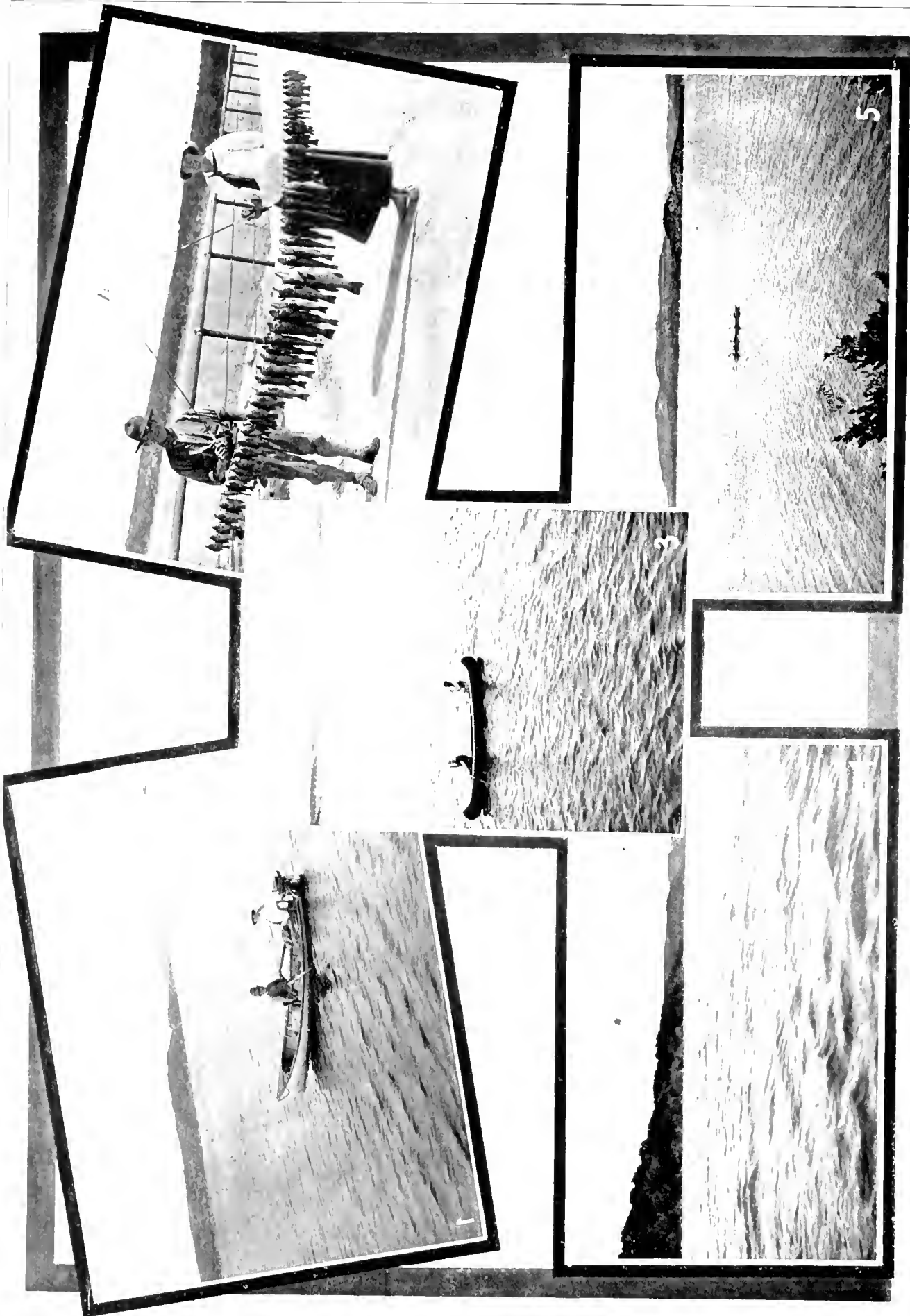
—Courtesy Southern Club
—Photos by Alamo Camera Co.



1. Scene Near Medina Lake. 2. The Results of the Morning on Medina Lake. 3. Castle Bluff. 4. Diversion Dam, 5 Miles Below Dam.
Where the Water Enters Irrigation Canal.

Photos by Alamo Club Co.

THE SPORTS



1. Starting for Fishing Grounds.

2. Two Hours Later.

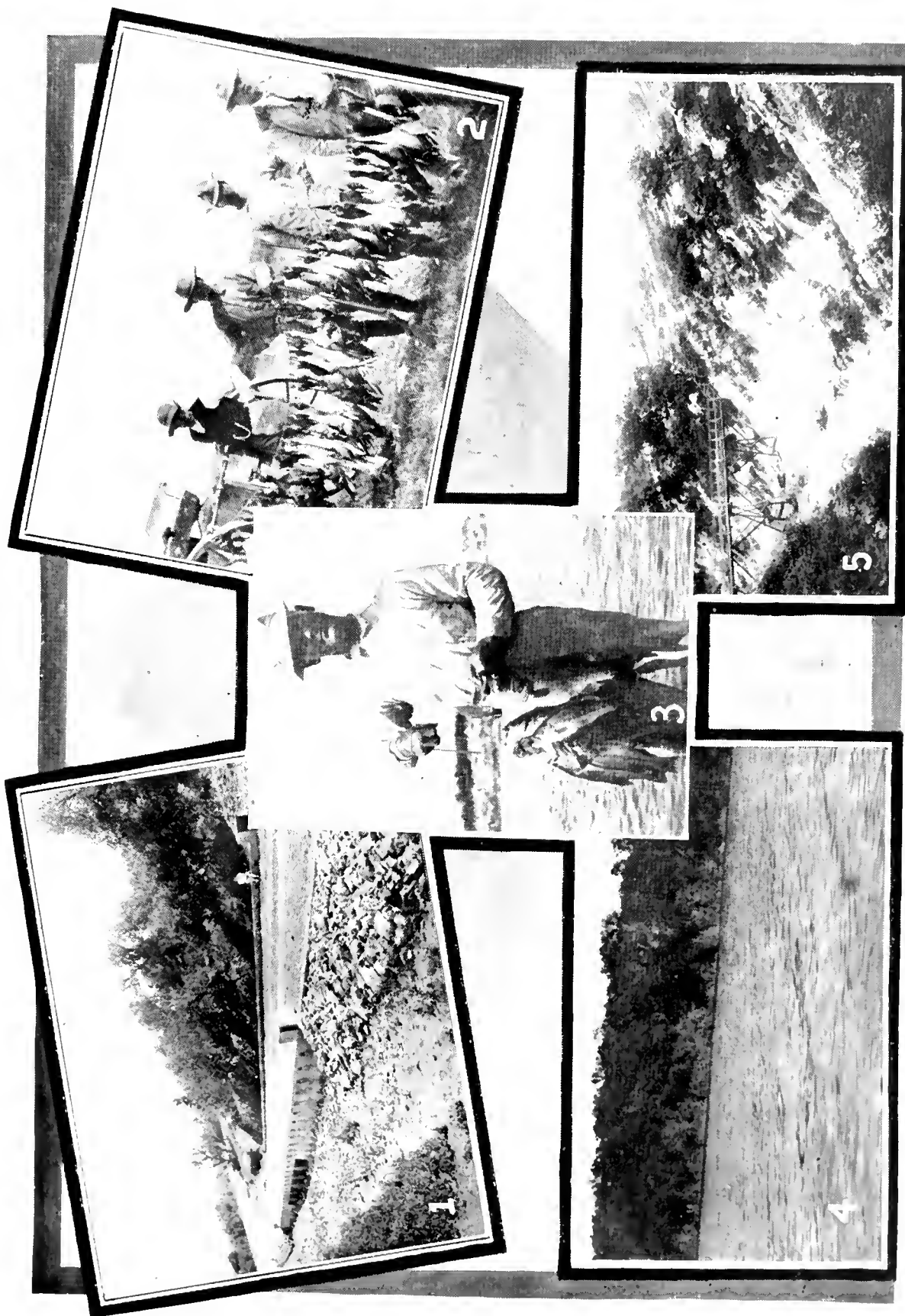
4. Bluff Looking North.

5. Medina Lake Looking South.

5. Canoeing on Medina Lake.

—Courtesy Southern Club
—Photos by Alamo Camera Co.

THE SPORTS



1. Road Leading to Medina Lake.

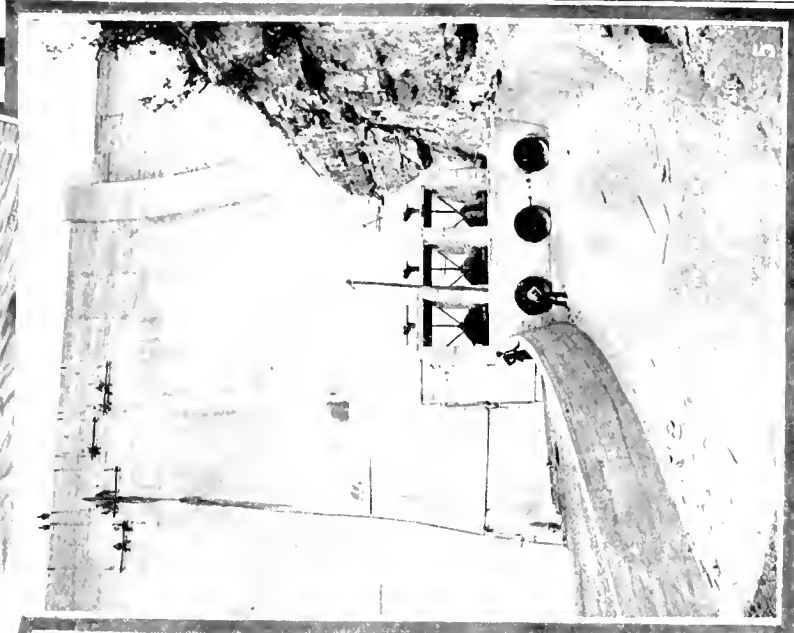
2. Duck Shooting Good.

4. A Shady Camp Ground.

3. A Few Minutes With the Rod and Reel.

5. Spillway—Near Main Dam.

—Photos by Alamo Camera Co.



1. North Bluff.

2. South Bluff.

4. One Hour's Catch, Medina Lake.

3. Lovers Leap, Medina Lake.

5. Discharge Pipe, Showing Magnitude of Dam.

—Courtesy Southern Club
—Photos by Alamo Camera Co.

HOTELS OF SAN ANTONIO

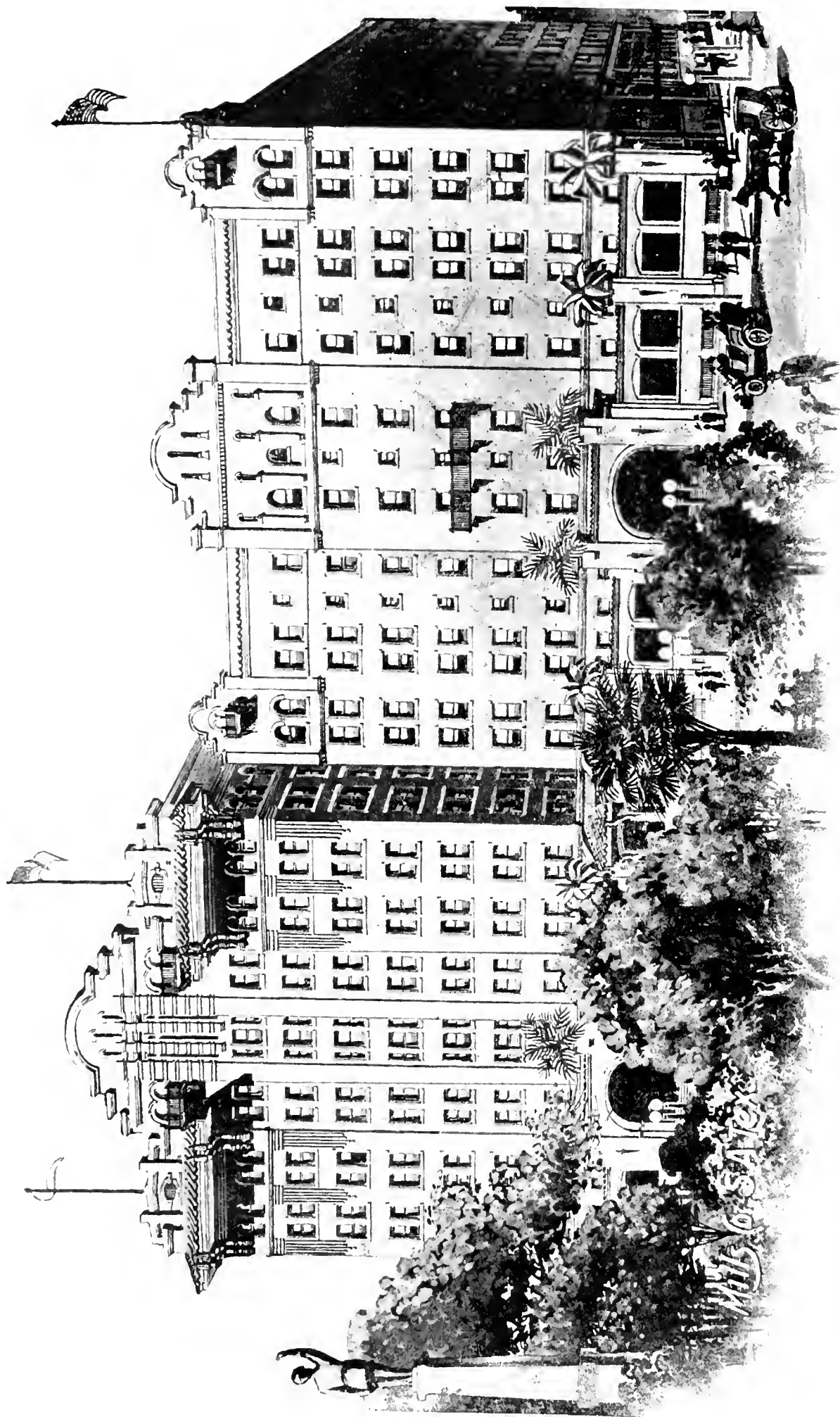


Thos. L. Abbott, Prop

Hutchins Hotel—American Plan Tourist and Family Hotel.

"Just a Little Different."

HOTELS OF SAN ANTONIO



The Stately St. Anthony Hotel, Facing Beautiful Travis Park.

The Rendezvous of Fashionable Resident, Military and Traveling Society. The Palm, the Pomegranate, the Crepe Myrtle, the Stately Century Plant, the Hulsache, the Giant Oak and the Pecan Give a Splendid Vernal Setting to a City of Unusual Architectural Beauty.

HOTELS OF SAN ANTONIO



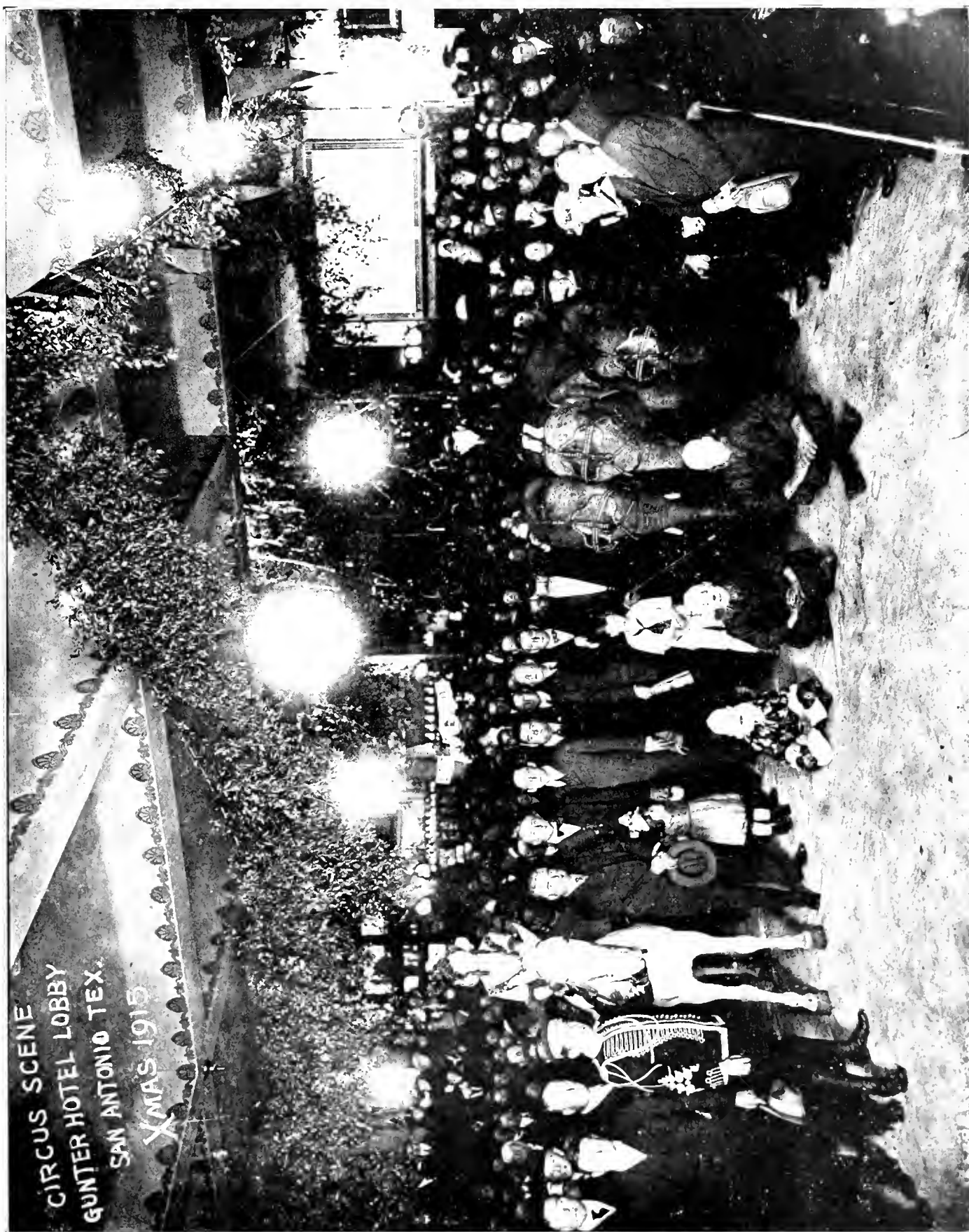
Interior Views of St. Anthony.

HOTELS OF SAN ANTONIO



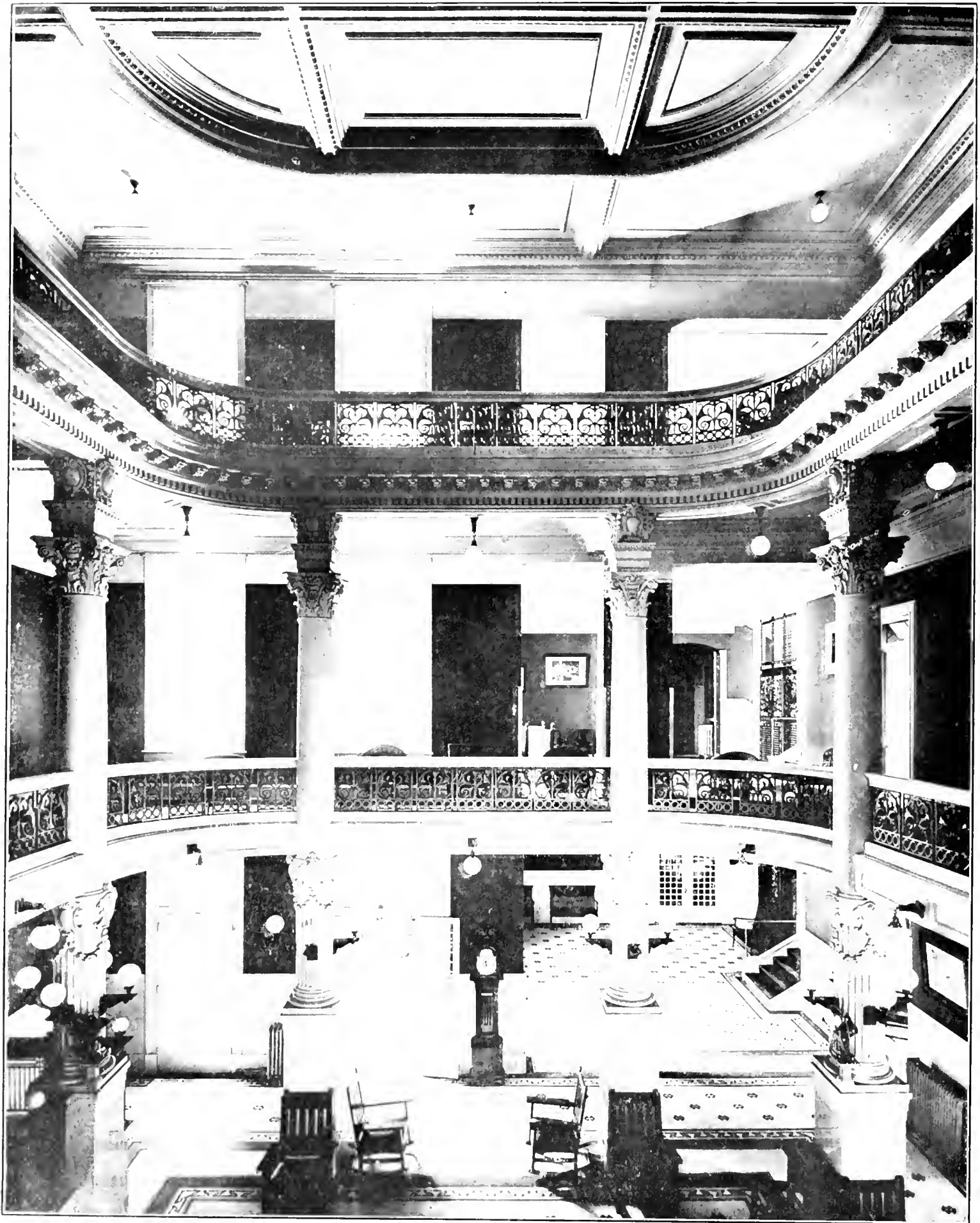
The Gunter—Percy Tyrrell, Mgr.

The Hotels of San Antonio Rank With the Finest in America.
Nationally Known.



Annual Christmas Tree and Old-Fashioned One-Ring Circus Staged in the Lobby for Guests and Show People Wintering in San Antonio.

HOTELS OF SAN ANTONIO



The Menger.

HOTELS OF SAN ANTONIO



CROCKETT HOTEL

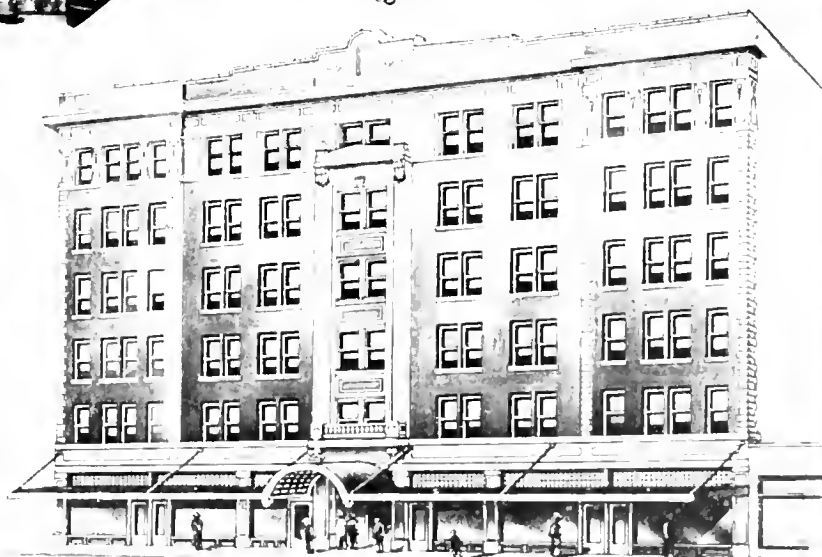


LOBBY
CROCKETT HOTEL

TRAVELERS
HOTEL LOBBY



HIGHER PUBLICITY LEAGUE OF TEXAS



TRAVELERS HOTEL

Hotels Crockett and Travelers—C. N. Wuest, Mgr.

HOTELS OF SAN ANTONIO



Arthur Hotel.

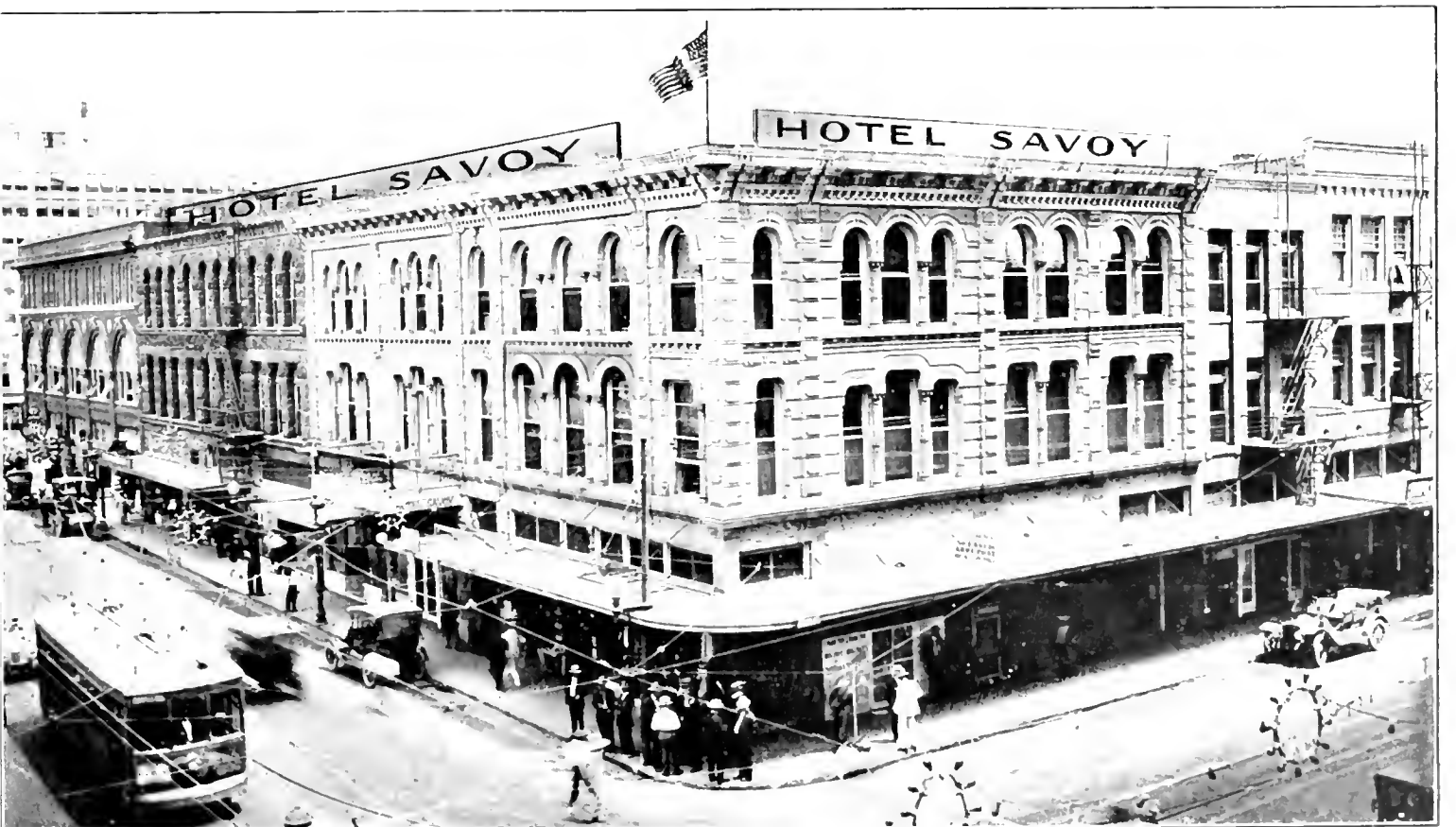


Bexar Hotel.

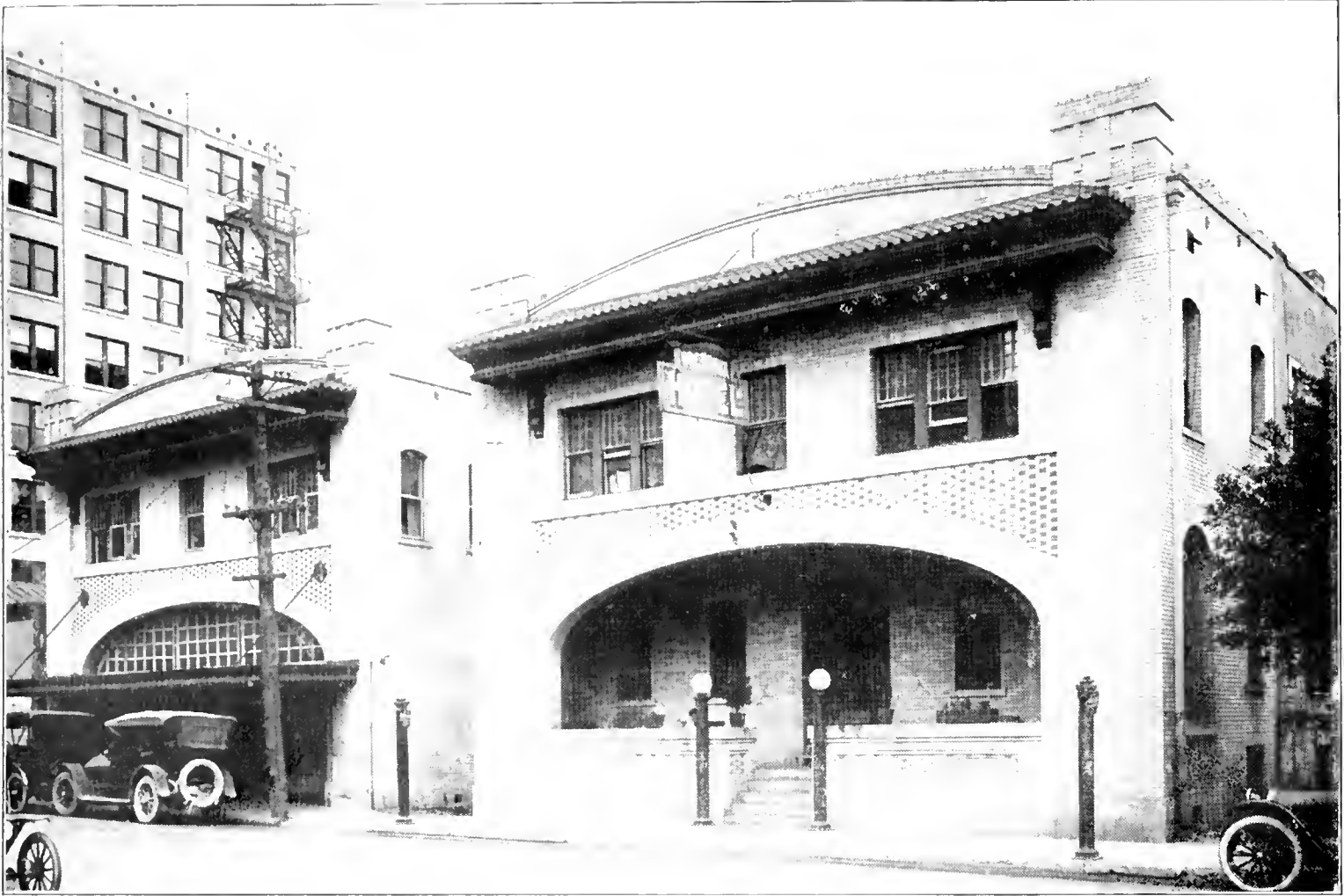
HOTELS OF SAN ANTONIO



Maverick Hotel.



Hotel Savoy.



Victoria Hotel, 319 St. Mary's Street.

THE BOOSTER'S ROOST

KNOCKER vs. BOOSTER

Some one has said that when the Creator had made all the good things, there still remained some work to do, so He made beasts and reptiles and poisonous insects, and when He had finished there were some scraps left, so He put all these together, covered them with suspicion, wrapped them with jealousy, marked them with a yellow streak and called the result a "Knocker."

This product was so fearful to contemplate that He had to make something to counteract it, so He took a sunbeam, put it in the heart of a child, the brain of a man, wrapped these in civic pride, covered them with brotherly love, gave them a mask of velvet and a grasp of steel, and called the result a "Booster." A BELIEVER IN EQUALITY AND JUSTICE. Ever since these two were made, mortal man has had the privilege of choosing his own associates.

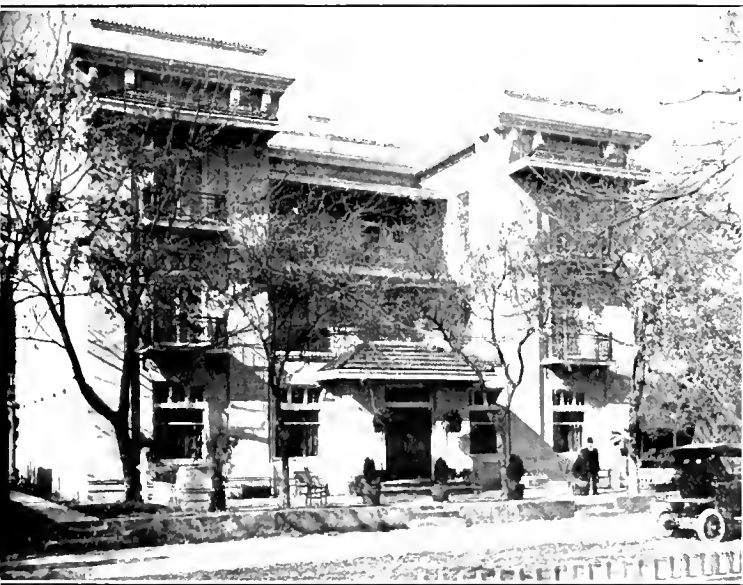
APARTMENT HOUSES



Clerc Apartments.



The Narcissa.



The Nueces.



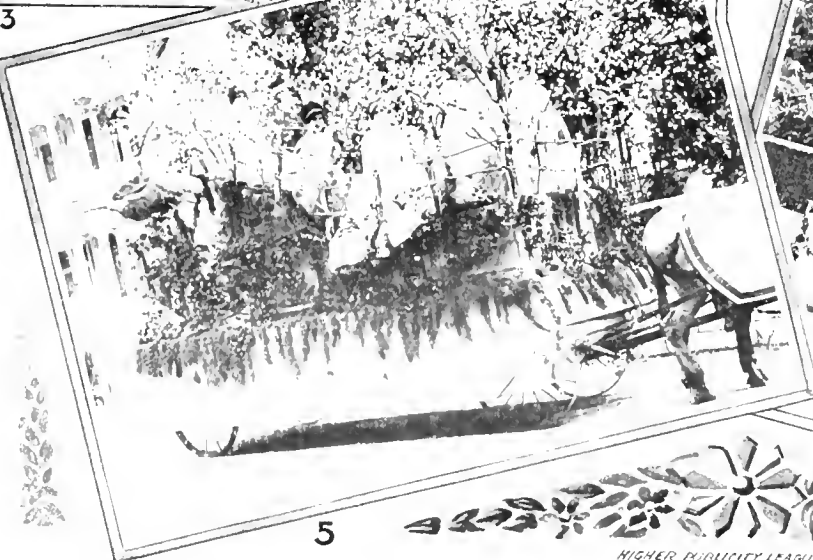
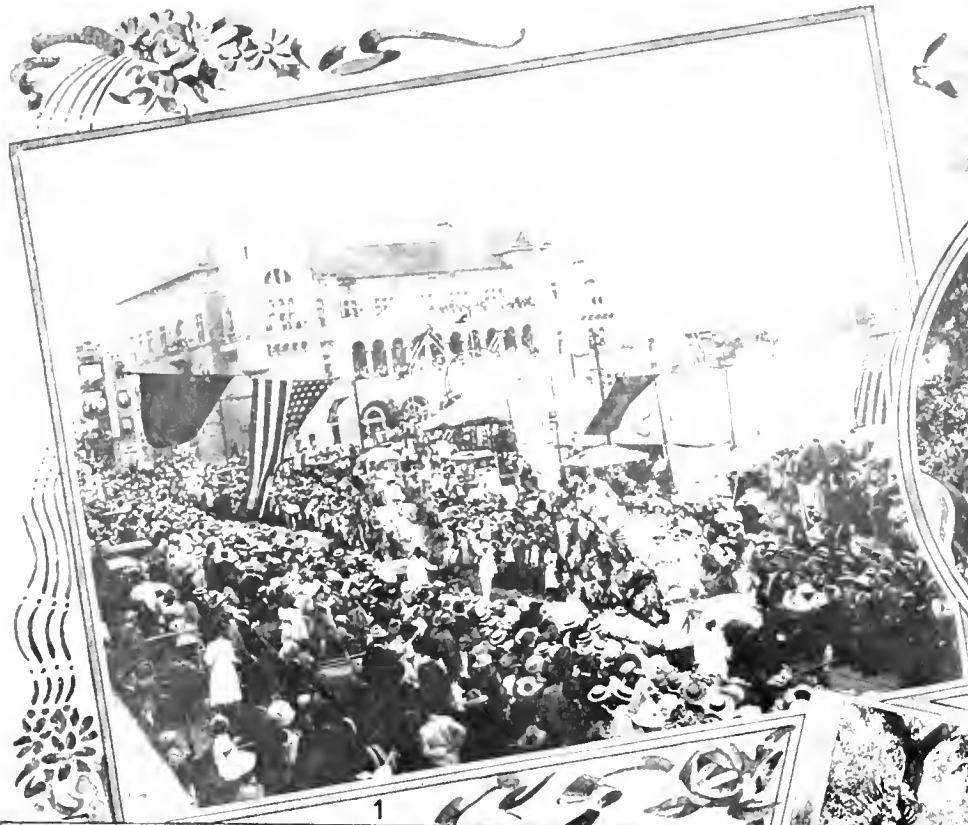
Sutherland Springs.



The Ransom.



Van A. Petty Apartments.



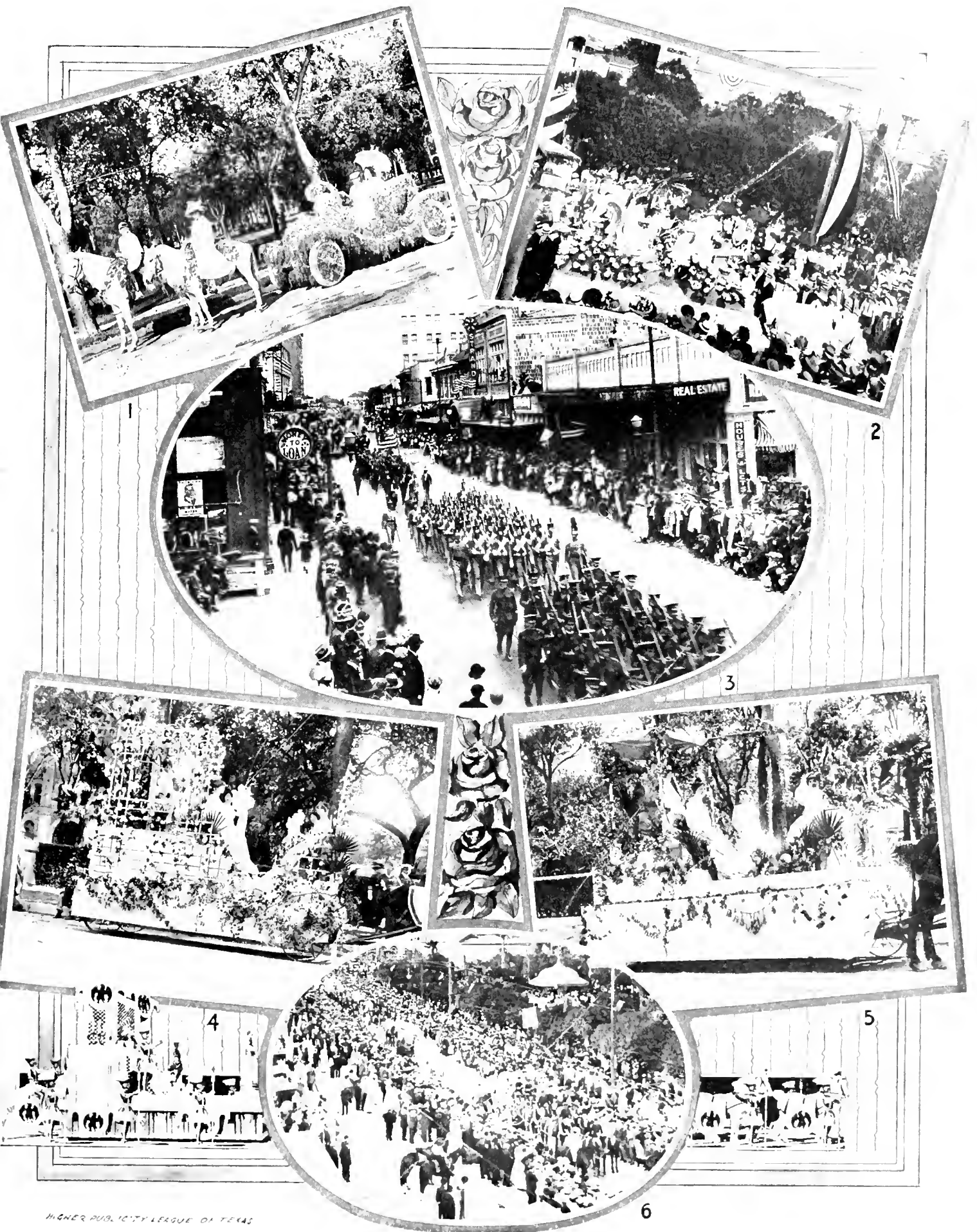
5

6

HIGHER PUBLICITY LEAGUE OF TEXAS

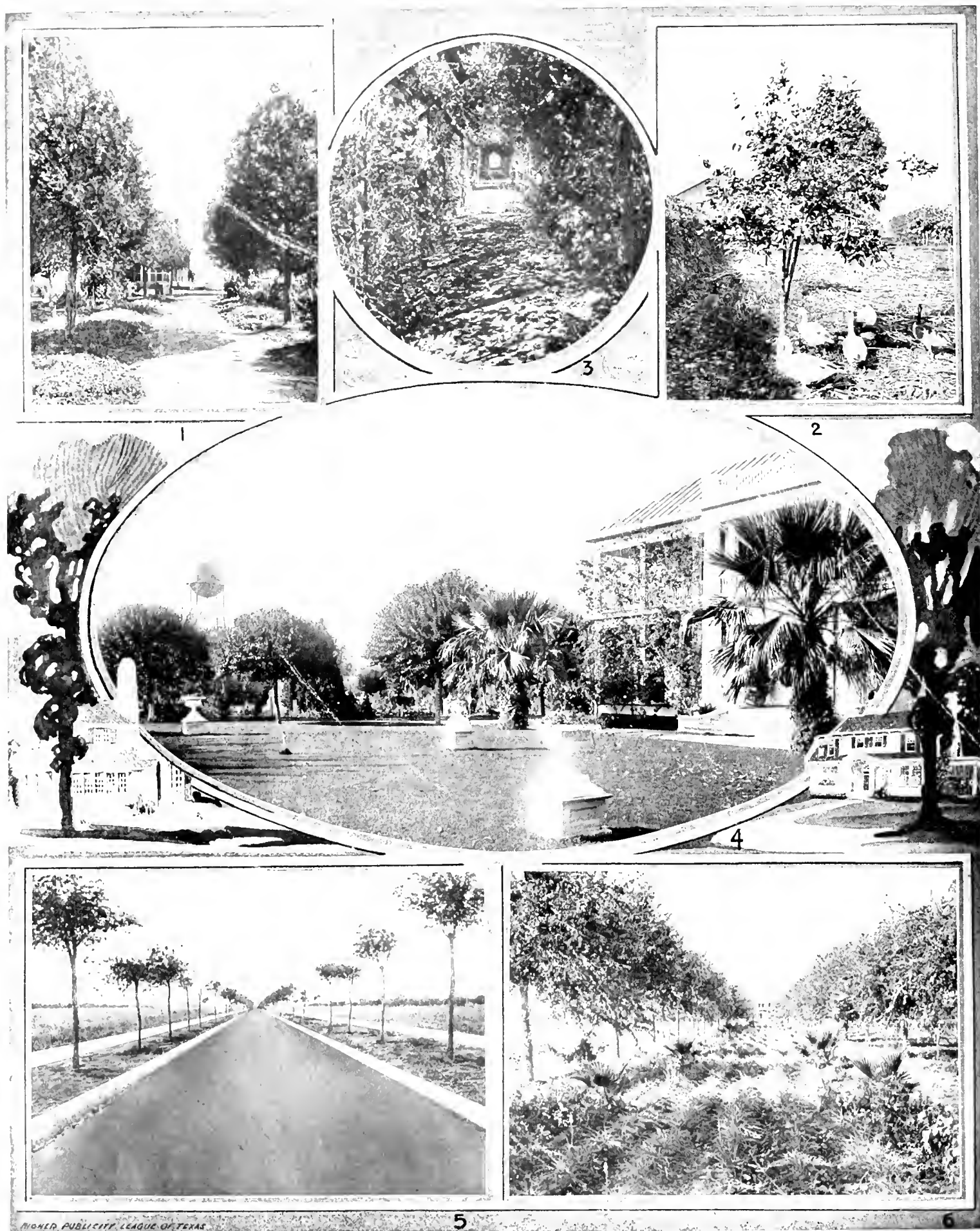
The Battle of Flowers Is the Leading Event Given by the Fiesta San Jacinto Association.

THE ANNUAL AFFAIR OF NATIONAL NOTE—BATTLE OF FLOWERS



HIGHER PUBLICITY LEAGUE OF TEXAS

at the Annual Celebration on San Jacinto Day, April 21st, This Affair Has Become Nationally Famous.



1. Back Yard. 2. Barnyard Orchard. 3. Grape Arbor. 4. The Collins Home. 5. Cumberland Road. 6. Palm Nursery.

Courtesy S. A. Loan & Trust Company

RESIDENTIAL SAN ANTONIO

Surely San Antonio is awakening and is beginning to see some little distance into the future so filled with bright prospects that even the dreamers cannot overrate the possibilities. Here ancient land marks are rapidly giving way to structures like those herein illustrated.

To those who have failed to watch the progress and development of the great resources of Texas in the last fifteen or twenty years can form but little conception of the immense possibilities there are for the creation of a great Metropolis at San Antonio.

It has the necessary elements which go to make it the great center of finance, manufacture and commerce of South Texas.

There is no element of boom in real estate. Values seem to be certain and permanent, whether it be in the heart of the city, or on its residence section.

When one contemplates the wonderful productiveness of the soil in the great territory surrounding and adjacent to San Antonio, one cannot help being convinced that values will, before the end of the present decade, increase with leaps and bounds.



Residence E. R. Guenther.

This Was One of the Oldest Rock Houses in San Antonio, but It Is Now a Fine Example of Modern Home.

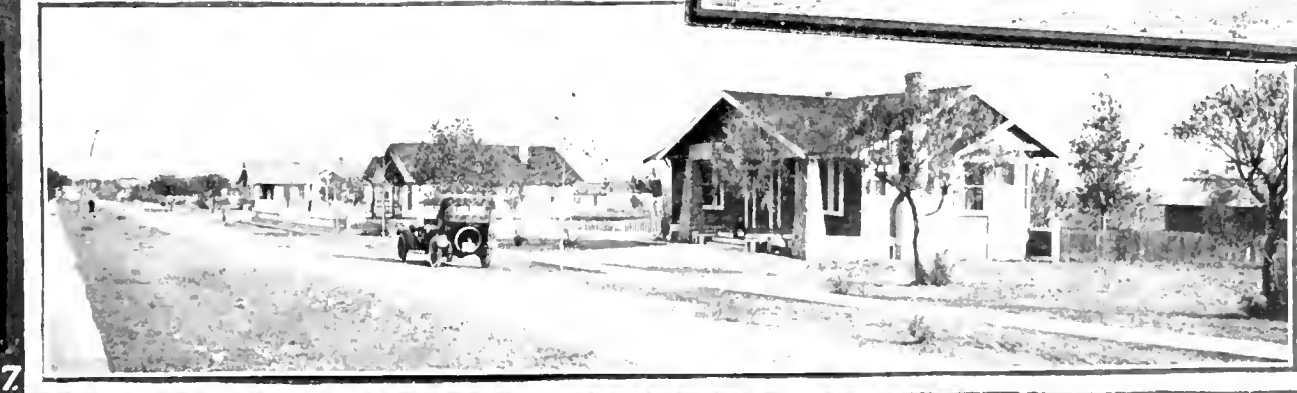
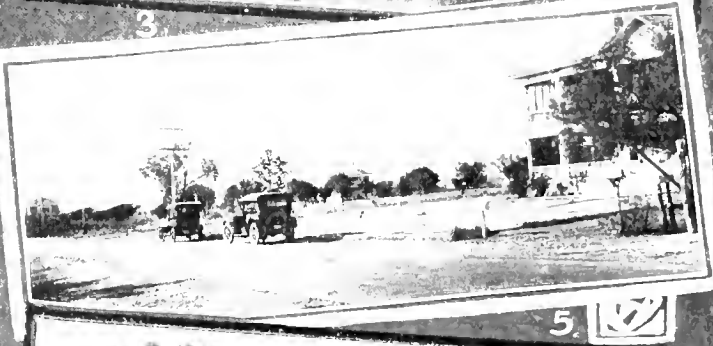
Coleman & Jenkins, Contractors.

RESIDENTIAL SAN ANTONIO



HIGHED PUPICITY LEAGUE OF TEXAS

Typical Highland Park Homes.



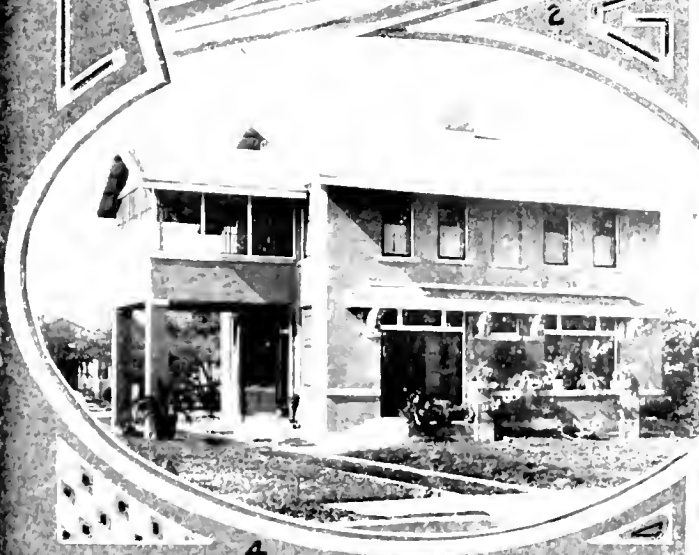
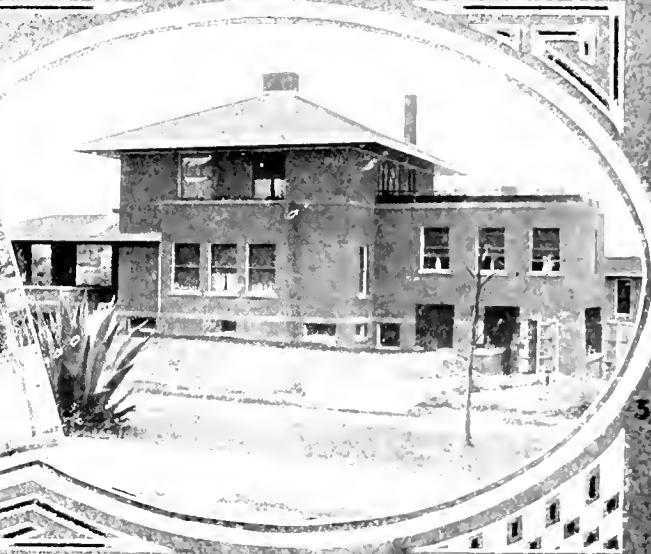
HIGHER PUBLICITY LEAGUE OF TEXAS

Typical Homes at Los Angeles Heights.



Typical Thorman Bungalows in the Cincinnati Avenue Addition.

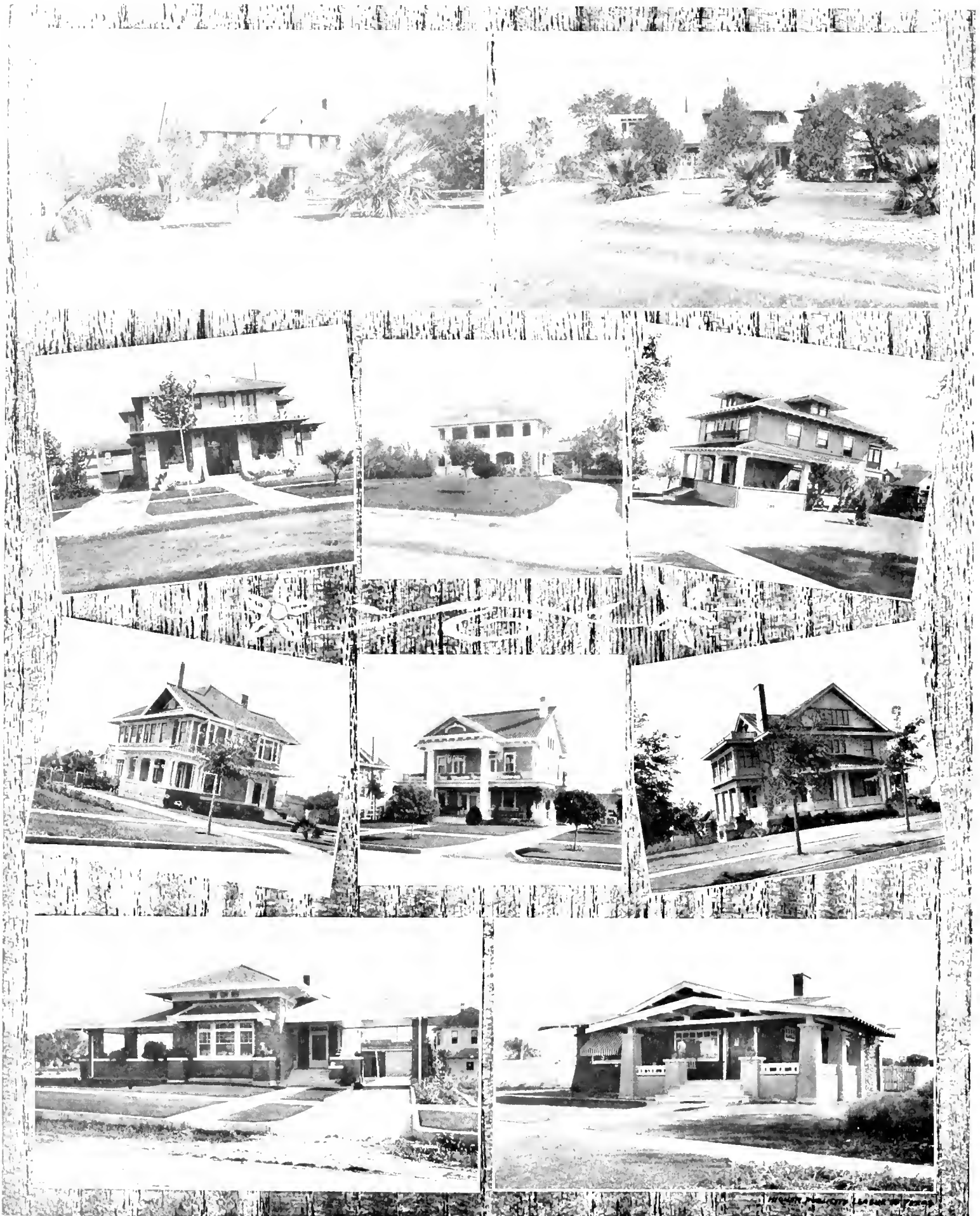
RESIDENTIAL SAN ANTONIO



HIGHER PUBLICITY LEAGUE OF TEXAS

Typical Fire Proof- Built for the Chmate Residences. The San Antonio Made, Hollow Tile or the Star Clay Products Company, Is Becoming Much in Favor by Homebuilders Generally

RESIDENTIAL SAN ANTONIO



Typical Beacon Hill Homes. This Is One of the Finest Residential Sections of San Antonio.

—Courtesy Nicholson & Furnish.

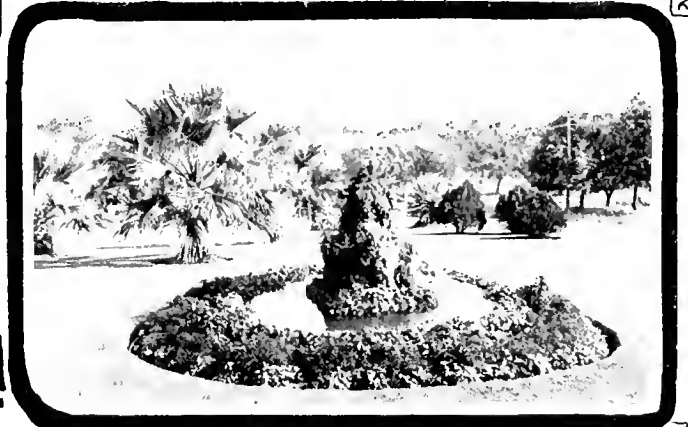
RESIDENTIAL SAN ANTONIO



ize Winning Yards. Every Year the San Antonio Real Estate Board Holds a "Beautiful Yards Contest," in Which Substantial Prizes Are Offered, and a Great Deal of Interest Is Taken by the Home owners of the City

HIGHER PUBLICITY LEAGUE OF TEXAS

RESIDENTIAL SAN ANTONIO



HIGHER PUBLICITY LEAGUE OF TEXAS

Typical Alamo Heights Homes.

RESIDENTIAL SAN ANTONIO



Residence W. C. Silliman.



Residence Sam Dalkowitz.



Residence Ed Rand.



Residence J. H. Savage.



Residence D. J. Woodward.



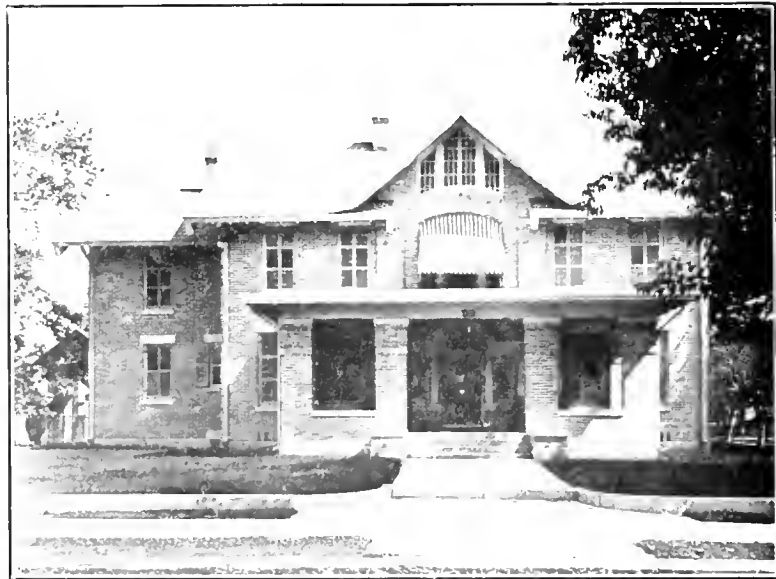
Residence Dr. Bindley.

Alfred B. Ayres, Architect

RESIDENTIAL SAN ANTONIO



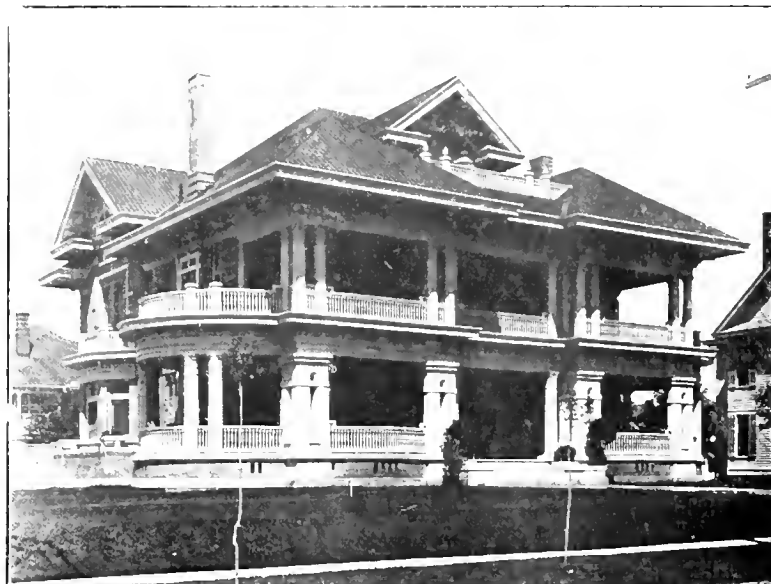
Residence J. P. Barclay.



Residence W. C. Berry.



Residence Wm. Ford.



Residence Alex Half.



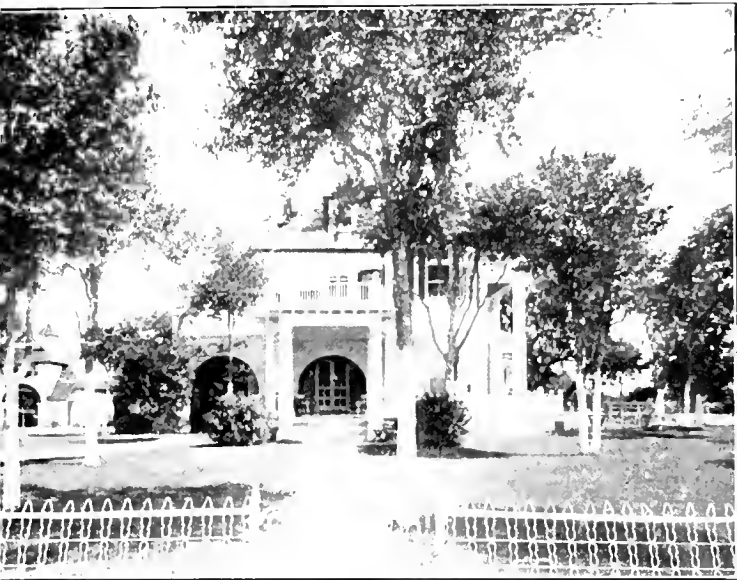
Residence R. Surkamp.



Residence Max Stribel.

—Atlee B. Ayres, Architect.

RESIDENTIAL SAN ANTONIO



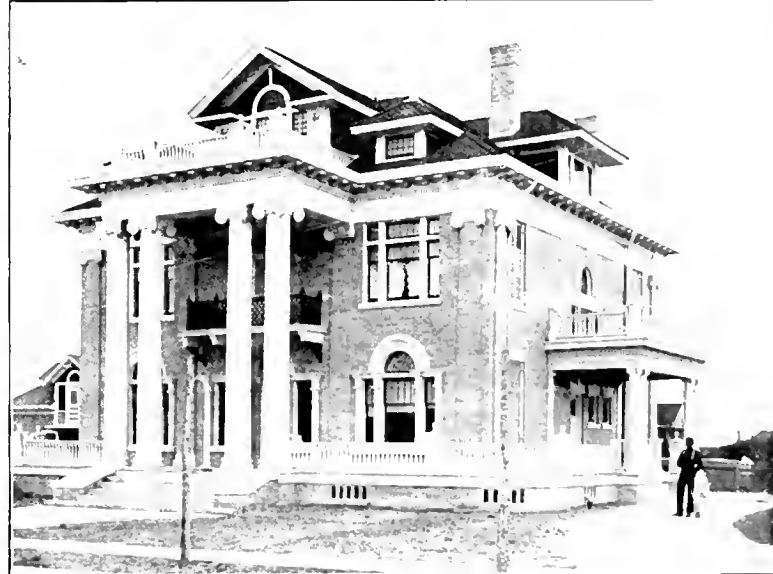
Residence Frank Grice Estate.



Residence Wm. Nubey.



Residence Geo. Horner.



Residence J. E. Jarrett.



Residence D. K. Furnish.



Residence Jno. Bennett.

Allee B. Ayres, Architect

RESIDENTIAL SAN ANTONIO



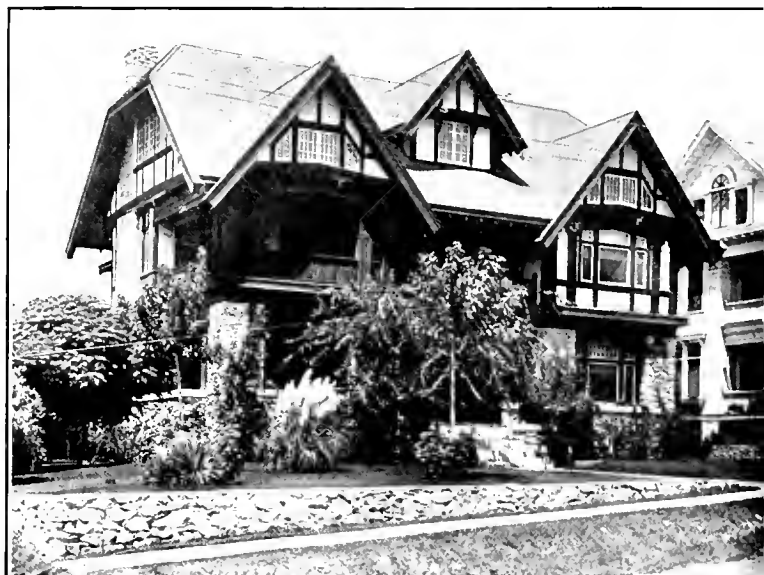
Residence Geo. W. Brackenridge.



Residence W. D. Syers.



Residence Henry Oppenheimer.



Residence Atlee B. Ayres.



Residence Fred M. Cook.



Residence A. J. Vick.

- Atlee B. Ayres, Architect.

RESIDENTIAL SAN ANTONIO



Residence Sam Harris.



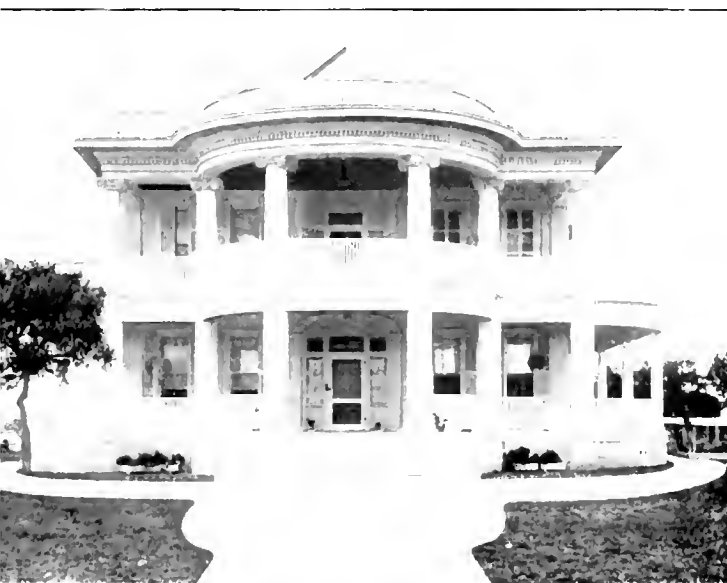
Residence C. T. Priest.



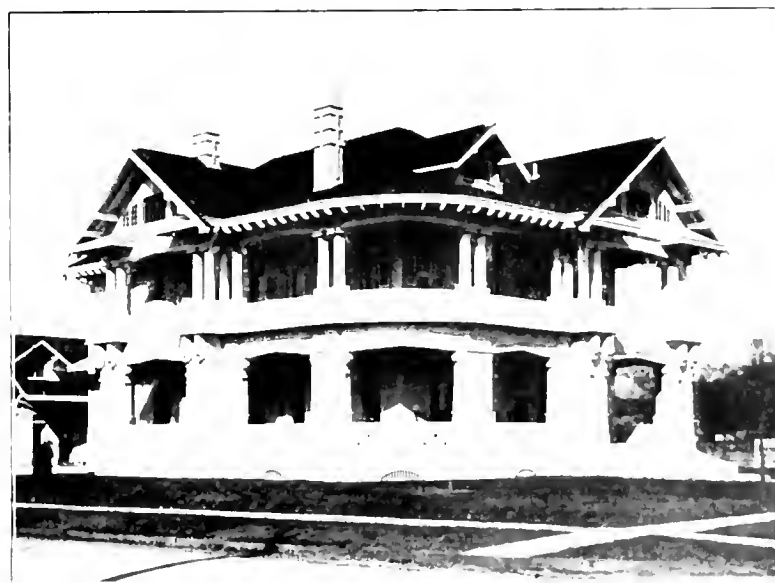
Residence Judge Kelso.



Residence H. P. Drought.

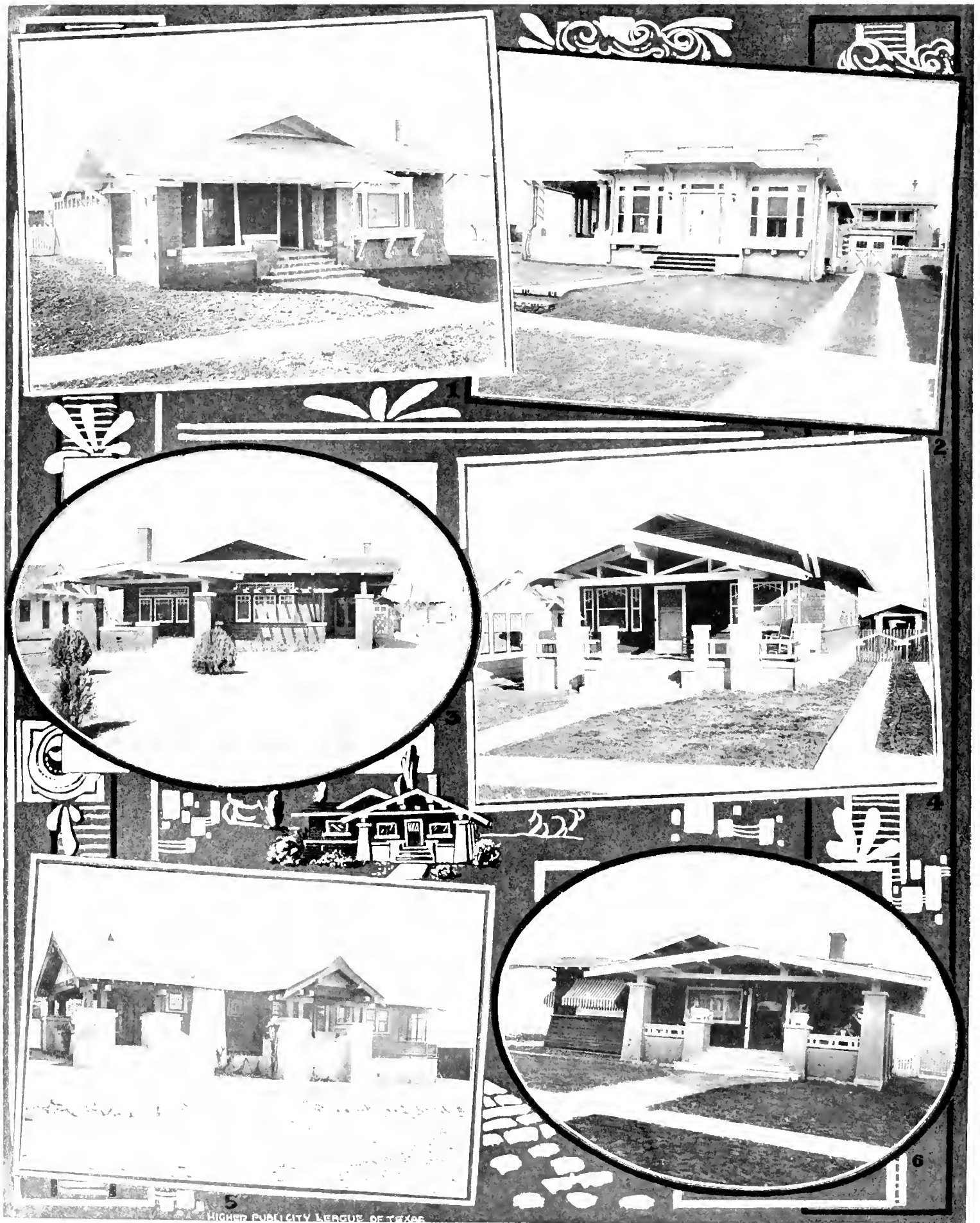


Residence J. O. Terrell.



Residence Lang Brothers.

Arthur B. Ayres, Architect



Typical Bungalows Built by Hillyer-Deutsch-Jarratt Company.

RESIDENTIAL SAN ANTONIO



Residence Bruce Martindale.

—Atlee B. Ayres, Architect.



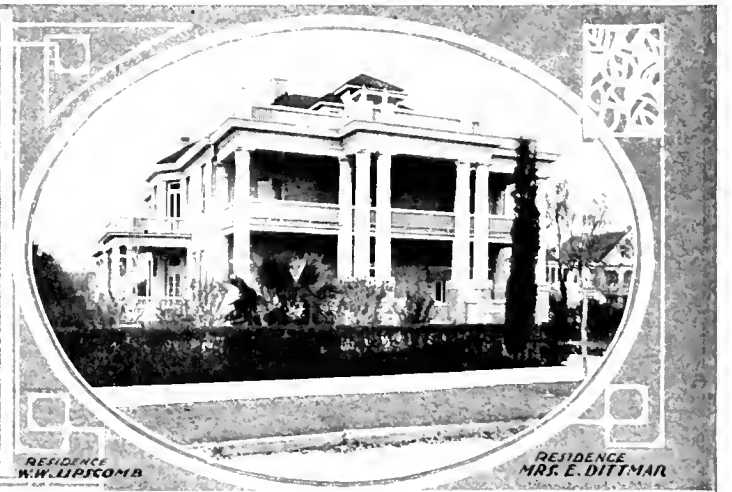
Residence T. C. Frost.

Courtesy, Hillyer-Deutsch-Jarratt Company.

RESIDENTIAL SAN ANTONIO



Residence L. Payne.



RESIDENCE
W.W. LIPKOMB

RESIDENCE
MRS. E. DITTMAR



RESIDENCE
G.C. WALKER

RESIDENCE
G.F. GIESECKE



San Antonio Is Truly a City of Homes and Good Society.

Aug. A. Herff Company, Architects.

FARM FACTS.

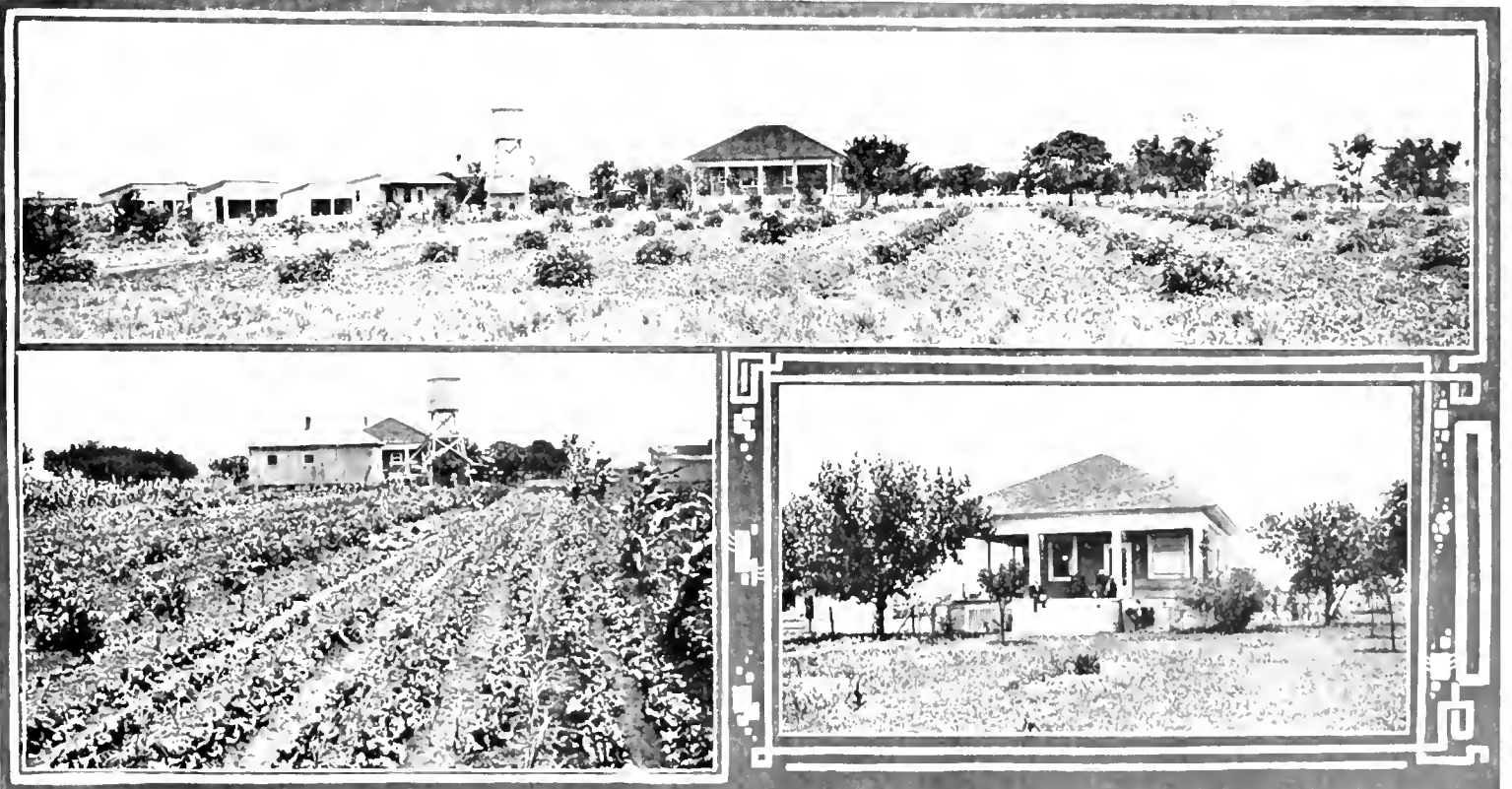
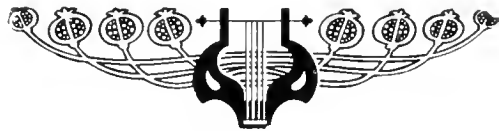
The wonderful potentiality of the South Texas soil and climate is known and proven. Scientific farmers have discovered it. Here lies one of the largest pockets of fertile soil in the known agricultural world. It is the concentrated essence of fertility. The accumulated humus of centuries. It contains all the elements of plant food in the right proportion and in assimilable condition for all plants to easily derive their food during the period of growth. Everything considered, there is no part of the United States to be compared to the fertile regions of the San Antonio territory and everything points to this district as the coming center of agricultural and horticultural activity.

The following pictures will give an idea of the great variety of farm crops raised here by dry farming as well as by irrigation.



Alfred Giles' Summer Home—Hillingdon Ranch

This Is the Ranch Mentioned in "Texas From a Car Window," by Richard Harding Davis.



Fred W. Eichlitz's Suburban Irrigated Farm, Four Miles Southwest of San Antonio, on the Cupples Road—This Is the Life

FARM FACTS.



GATE AND DAM



RESERVOIR AND DAM

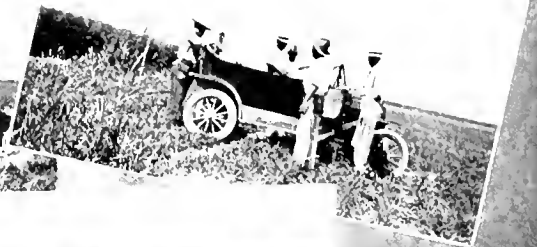
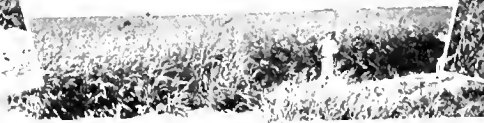


BARBECUE

GOV. FERGUSON
MAKING SPEECH
AT WINTERGARDENS
ON COMPLETION
OF DAM
JULY 4TH 1915



PICNIC AT RESERVOIR



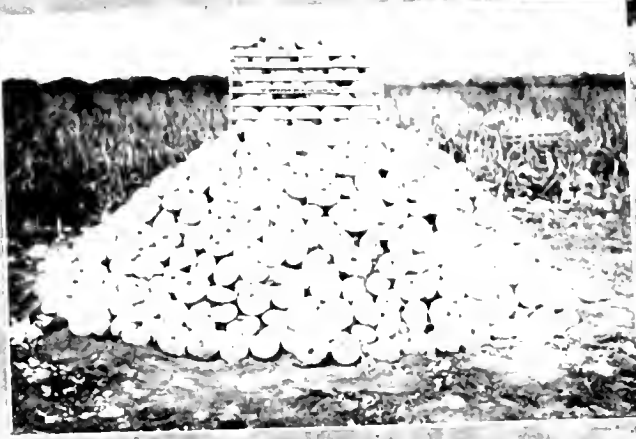
HIGHER PUBLICITY
LEAGUE OF TEXAS

T. A. Coleman's Winter Garden Ranch, Southwest of San Antonio, Three Miles From Crystal City, Showing the Results of the "Waters of Wealth," When Used on the Rich Soil.

FARM FACTS.



LITTLE PIGS MAKING HOGS OUT OF-
THEMSELVES



HIGHER PUBLICITY LEAGUE OF TEXAS

Scenes at Winter Garden Ranch. Where Farmers Can Sow and Reap. Plant and Harvest Nearly Every Month of the Year.

FARM FACTS.



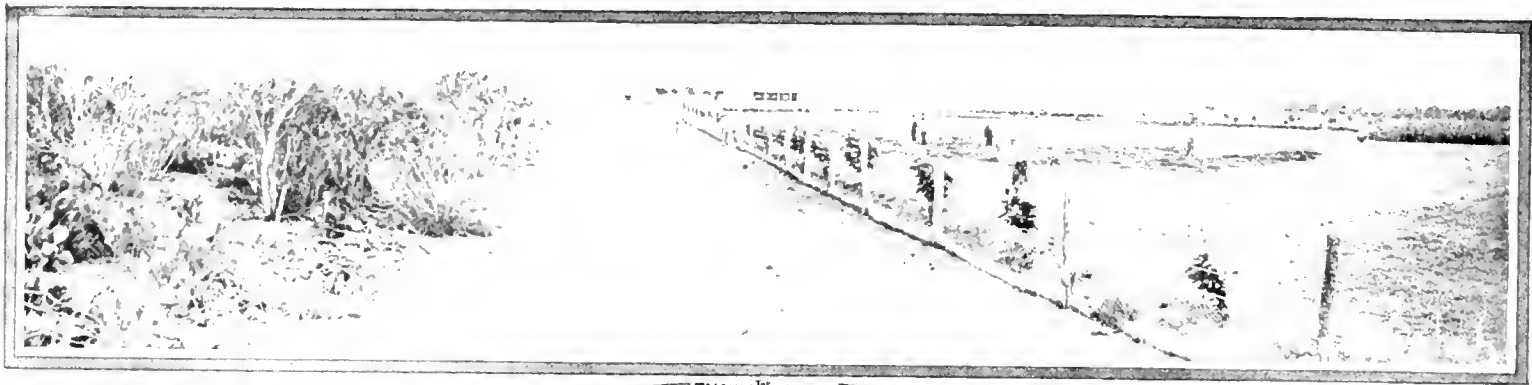
St. Cloud Farm. One of the World's Show Places, J. O. Terrell & Son, Proprietors, Breeders of Registered Cattle for More Than a Quarter of a Century.



THE FARMER'S MINT



Sausage Material on the S. A. U. & G. Railroad—Views Taken Near Crystal City in Vicinity of Bohemian Colony.



BREAKING GROUND

BERMUDA ONIONS



DAM IN RIO RIVER AT FOWLETON



BIG BOSTON LETTUCE IN JAN.

EGYPTIAN WHEAT

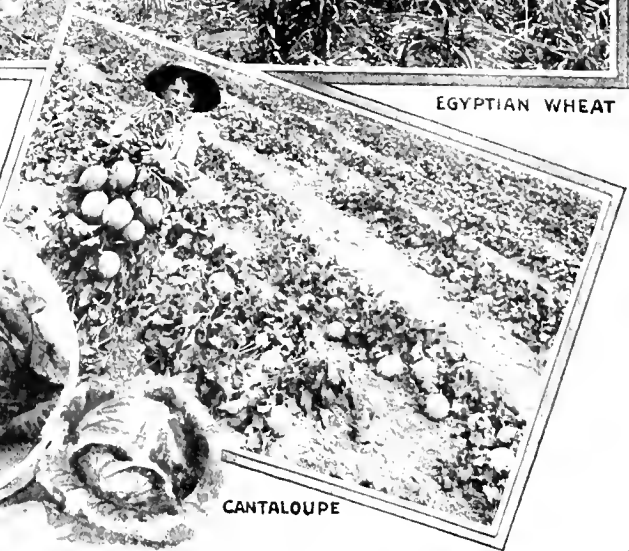


GRAPES

HIGHER PUBLICITY LEAGUE OF TEXAS



35 LBS. OF CABBAGE AND NEARLY THAT MUCH OF BOY



CANTALOUPE

Taming the Wild—Scenes in the Fowlerton Irrigated Section, Showing the Wild and the Tame.



Imported Shropshire Sheep
Registered



Angora Goats
Registered



Oak Ridge

Dr. Kenney's
Sanatorium Stock-
Farm.
San Antonio, Texas.



Registered Holstein Cattle

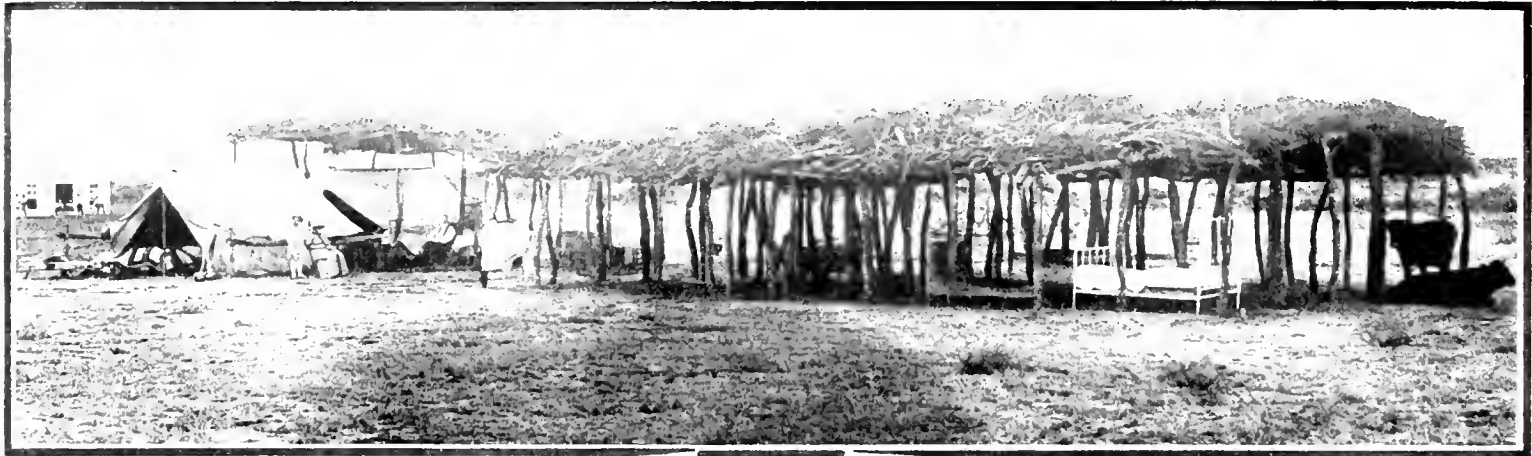


GRANDSON OF
\$50,000
BULL
KING
SERGIS
PONTIAC
ALCARTRA

Johanna King Sergis Calamity

Oak Ridge Farm Is Located Seven Miles North of San Antonio on the North Loop.

FARM FACTS.



DEPOT AT CHARLOTTE

PIONEER
HOTEL
AT THE
BIRTH OF
CHARLOTTE



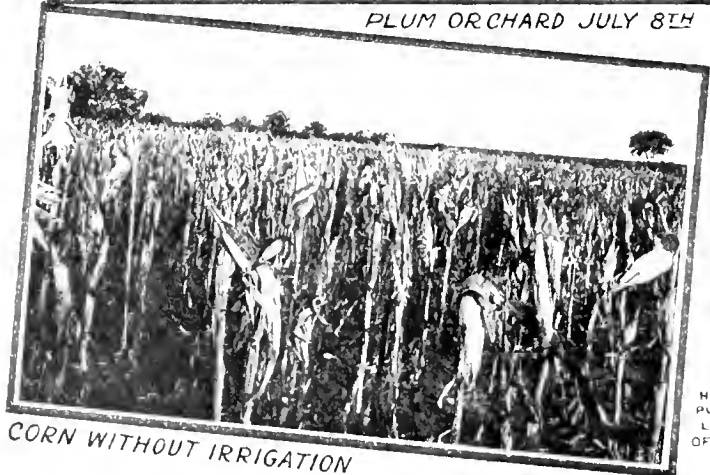
CHARLOTTE BANK



PLUM ORCHARD JULY 8TH



CHARLOTTE CROP EXHIBIT



CORN WITHOUT IRRIGATION

HIGHER
PUBLICITY
LEAGUE
OF TEXAS



SORGHUM CANE

Charlotte Is Located About Forty-five Miles South of San Antonio.

—Courtesy Roos Bros.

Opportunities for Good Investment in San Antonio

"San Antonio in particular and Southwest Texas in general offer most inviting opportunities for investment at this time," says the bulletin of the Real Estate Board. "Our unique and fortunate position as a great agricultural center, as the Gateway to Mexico and as the winter playground of the Central North certainly places us in the front rank as a place to make a home and fortunate investments."

"Farming opens up the most extensive field. With 20,000,000 acres of fine agricultural land undeveloped in this territory, there is no estimate to the growth that can take place along these lines. South Texas, with its abundant sparkling waters, its rich grasses and cheap roughage, promises to become a premier dairying country. We have proven beyond a doubt that we can grow feed stuffs more abundantly and cheaply in this section than any other, furthermore we can feed live stock more cheaply as we have practically all year grazing and the advantage of saving large sums of money in providing shelter. Besides this, we have cotton, hogs, poultry and truck products, for which San Antonio offers the finest market."

CLIMATE MAKES LAND VALUES

The real, bed-rock reason for land values, measured from the standpoint of productiveness, is climate, for climate is the one great fixed and unchangeable factor in production.

A good part of the farming of the world is not yet adapted to its climate; many branches of agriculture are being carried on in the wrong climate. To adapt itself to climate is the greatest problem of agriculture. The high cost of living will be reduced when this problem is solved.

You can change and even make soil, but you cannot in any way alter climate.

Whenever a man buys a patch of land, he gets a bunch of climate along with it—whether he wants it or not.

If productiveness fixes land values, climate determines both the possibility and degree of production.

On the lands in the Northern States, farmers, if they are lucky, make one crop a year. What is the trouble? THE CLIMATE.

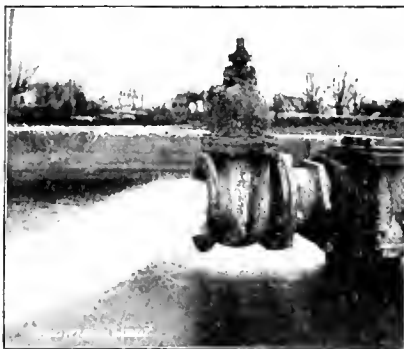
The climate that goes with the land of the Northern States is of the sort that limits production to a few months of the year, while the climate that goes with the land of the San Antonio territory is such as to make production possible every month of the year.

Higher Publicity League of Texas

E. A. LUCK, Director of Publicity

319 St. Mary's St.

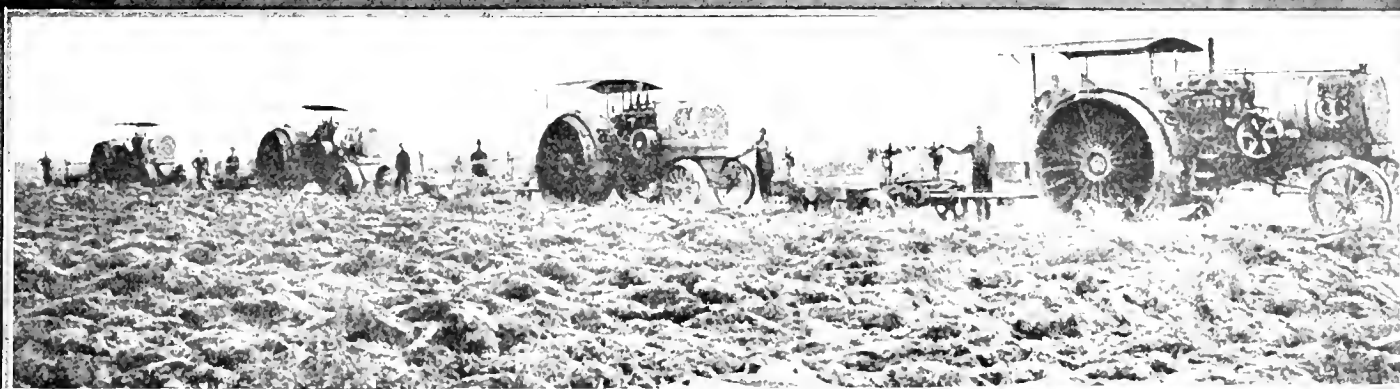
SAN ANTONIO, TEXAS



ARTESIAN WINTER VEGETABLE GARDENS NEAR SAN ANTONIO

Scenes at Collins Gardens, Southwest of the City.

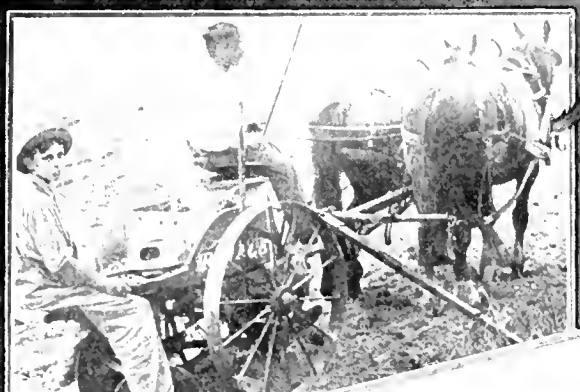
EVOLUTION OF SOUTH TEXAS FARM



FIELD CROPS

PLOWING

GARDEN CROPS



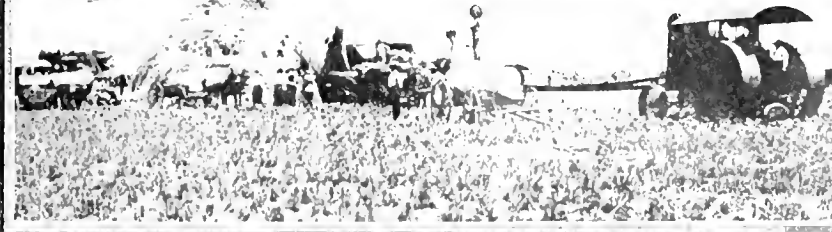
PLANTING



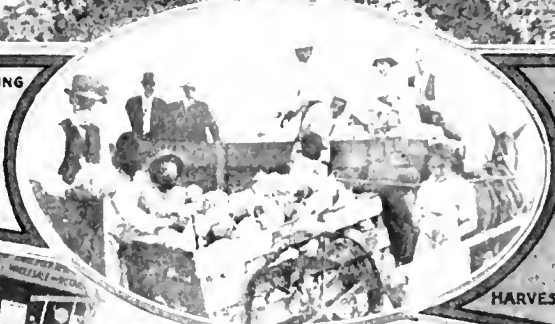
GROWING



GROWING



HARVESTING



HARVESTING



MARKETING



MARKETING

There are being put in operation in the San Antonio territory many large farm projects to place under cultivation many thousand acres of land. Out of their knowledge of our soil, water supply, climate, environment, markets and general conditions, northern farmers are choosing the San Antonio district for their future operations.

Courtesy, H. J. S. Co.

To the Man Who Can Look Ahead

San Antonio Has Been Hiding Its Light Under a Bushel, but Men of Foresight, Enthusiasm, Capital, Energy and Skill Have Discovered Its Many Attractions and Have Set in Motion Here the Process of Building a Metropolis and a City of Homes.

History repeats itself—San Antonio will be to Texas and the entire Southwest what Los Angeles is to California and the West coast.

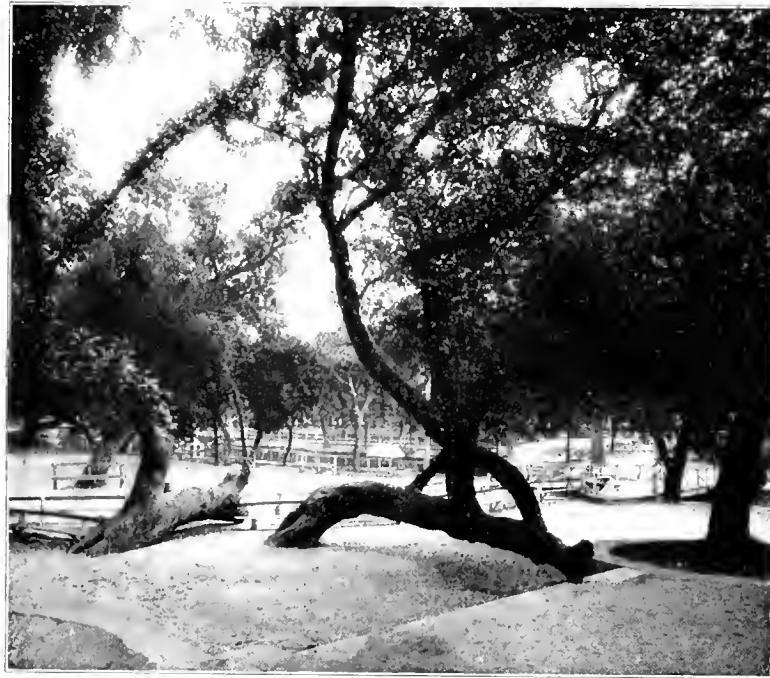
Not so many years ago Los Angeles was nothing but a village of eleven thousand people—mostly Mexicans. Today she is the commercial metropolis as well as the playground of California, with a population of over six hundred thousand.

You who can glimpse into the future, those of you who do not live in the present, cannot fail to see the handwriting on the wall.

The San Antonio territory is recruiting thousands of men annually who are making wonderful developments, and a few years hence there will be plenty of men on the street of San Antonio to say: "A FEW YEARS AGO I COULD HAVE BOUGHT PROPERTY IN THE BEST SECTIONS OF THIS OLD TOWN FOR A FEW HUNDRED DOLLARS THAT WOULD HAVE MADE ME RICH."

"He who lives within the sound of the cataract is unconscious of its roar." The native Texan is in this very fix, as he is in the midst of what seems commonplace to him and he fails to grasp the red ripe opportunity which the newcomer from the North so quickly sees after he investigates.

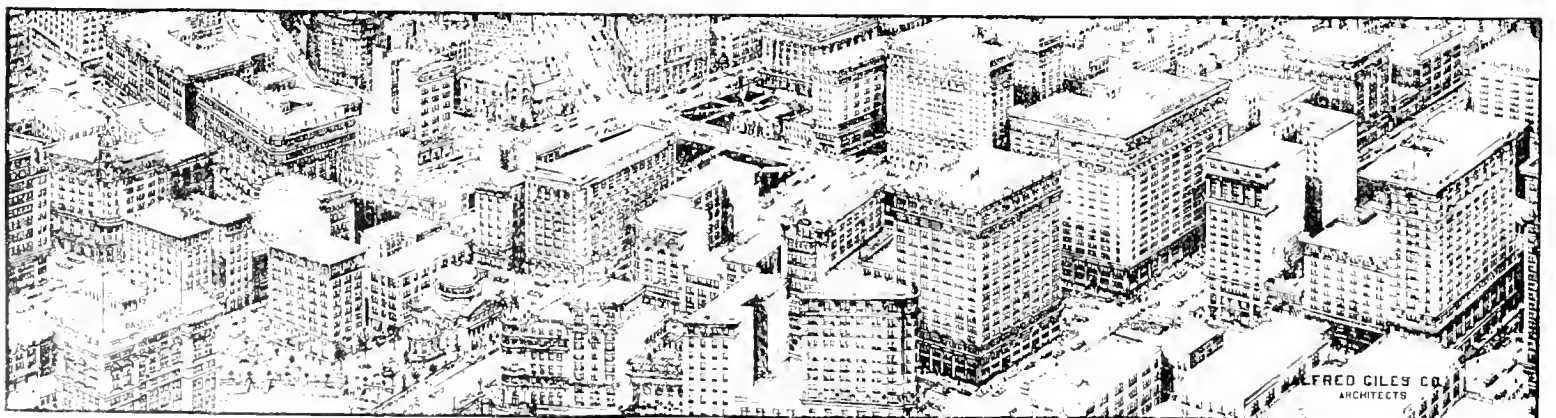
Men who have been close students of affairs in Texas have always predicted that there was to be built, somewhere in South Texas, a great city, but where was the question. No sooner had the great Resort Hotels of San Antonio become known and the Four Million Five Hundred Thousand Dollar bond issue for street improvements been sold than they said: "THIS IS THE PLACE."



In San Pedro Park.

The agricultural Empire back of San Antonio is one of the reasons. The Panama Canal is another reason, while its wonderful climate, strategic location as the gateway to commercial Mexico and the fact that it has an unlimited supply of the finest artesian waters are still other reasons.

San Antonio stands today as Los Angeles did a few years ago. Men of small means could then get a foothold that has counted into the millions since, and the same opportunity is presented in San Antonio today. Investments in combination Commercial Cities and all-year-round-resorts have always brought enormous profits, and these profits San Antonio now invites all comers to share in.



Alfred Giles' Dream of the Future Skyline of San Antonio from Alamo Plaza as a Center.

Illustrated by Herbert S. Green.

The Process of Building a Metropolis Has Been Set in Motion Here

and it is no wonder that men of foresight,
enthusiasm, capital, energy and skill are
taking advantage of this red ripe opportunity

Remember the great Canal which divides a Hemisphere and unites a world means more than we can tell to the farm land and industrial propositions of the San Antonio district which is in close proximity to the Gulf Harbor of Port Aransas and contiguous to the largest trade basin of the five great natural divisions of the United States now accessible to ocean ships. It marks the mightiest change in the world's material affairs since the discovery of America. The South Texas coast will be close to all the markets of the world. What Commodore Maury predicted for the Gulf of Mexico fifty years ago is about to come true. He declared that the breaking down of the barriers between the Atlantic and Pacific would focus the world's commerce in the Gulf of Mexico.

If we could conceive of the creation of a new world which overnight was joined to the earth, with a population equal to half that of the Globe—a new world with 800,000,000 people ready to enter actively into the broadest business development—the opportunities for people of this particular section to do business with the newly made world would not be greater than the opportunities which have been brought into existence by the opening of the Panama Canal and the development of the largest inland water system on the continent—the Inter-coastal Canal having its longest coast line in Texas.

San Antonio's share in these vast opportunities will no doubt be great, on account of the stupendous tonnage which can be produced on the rich lands tributary to it. The San Antonio territory is the section where the quickest and biggest results following Harbor developments at Port Aransas will be shown—that is clear. People who can look ahead should by all means look into the San Antonio proposition and that now is the time to do so is very evident.

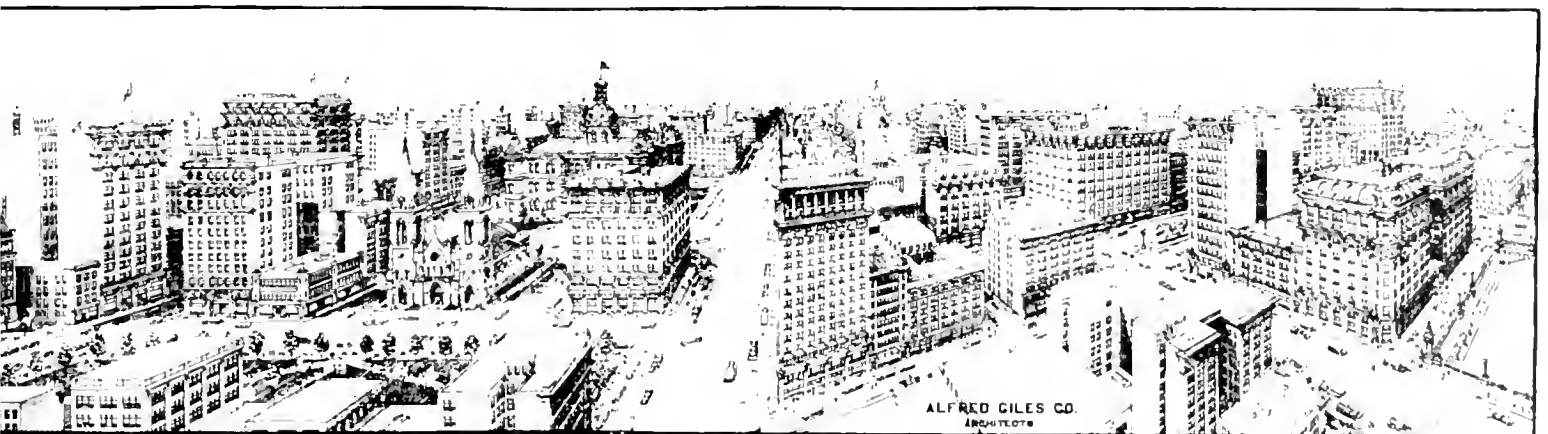
The far-sighted man can see that the next focus of great development is here and that history is bound to repeat itself at San Antonio. For the many reasons look carefully over the pages of this publication and write to the **HIGHER PUBLICITY LEAGUE OF TEXAS** for more facts before you accept the invitation to become a citizen of San Antonio, **THE CITY OF DESTINY AND OF YOUR DESTINATION.**



In Brackenridge Park.

Higher Publicity League of Texas

E. A. LUCK, Director of Publicity 319 St. Mary's St., San Antonio, Texas



Alfred Giles' Dream of the Future Skyline of San Antonio from Main Plaza as a Center.

—Illustrated by Herbert S. Green.

SAN ANTONIO HAS 80 MILES OF PAVED STREETS

WOODLAWN
AVENUE



COMMERCE
STREET



N. FLORES
STREET



MAIN
AVENUE



RIVER
AVENUE



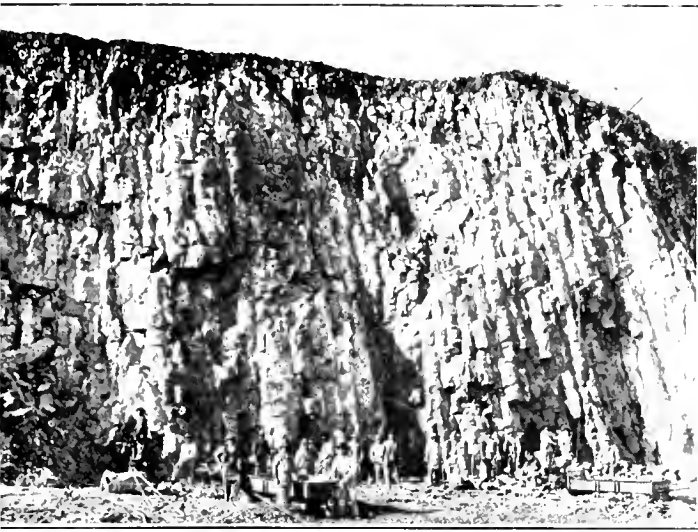
HIGHER PUBLISHERY
LEAGUE OF TEXAS

Residential Streets Paved With Bitulithic—The Number of Automobiles in San Antonio Now Registers Nearly 14,500.

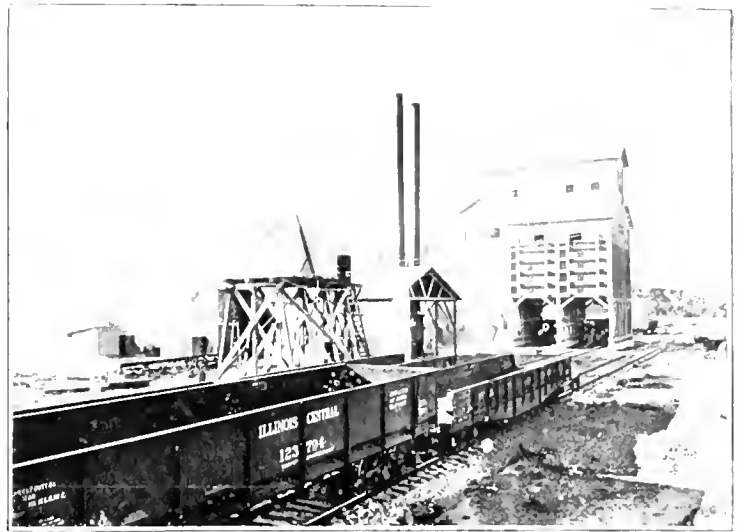
Courtesy Texas Bitulithic Company.

EVOLUTION OF A GOOD ROAD

San Antonio Is Beginning to Make Good Use of Its Wonderful Road Making Material



Trap Rock Quarry.



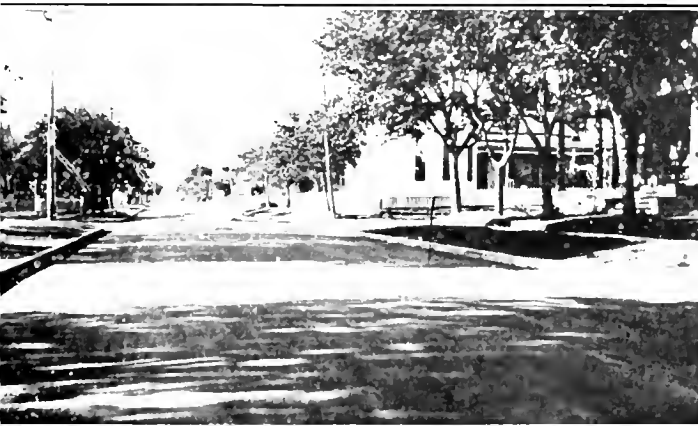
Crushing Plant.



Construction of a Trap Rock Road.



Nearing the Finish.



A City Street.



Woodland Drive.



County Road.



Residential Street

Courtesy Texas Trap Rock Company

AUTOMOBILE ROADS OF BEXAR COUNTY

A Short While Ago Tourists Could Not Enjoy These Wonderful Loop Drives on Account of the Dust.



Southton Road.



Mission Loop.



Culebra Road.



Corpus Christi Road.



Sommerset Road.



North Loop.

Roads Tarviated by the Finley Method Company of Texas.

AUTOMOBILE ROADS OF BEXAR COUNTY

There Are Now Many Miles of These Tarviated Roads Radiating in Every Direction.



Fredericksburg Road.



Brackenridge Park Road.



Mission Loop.



Mission Loop.



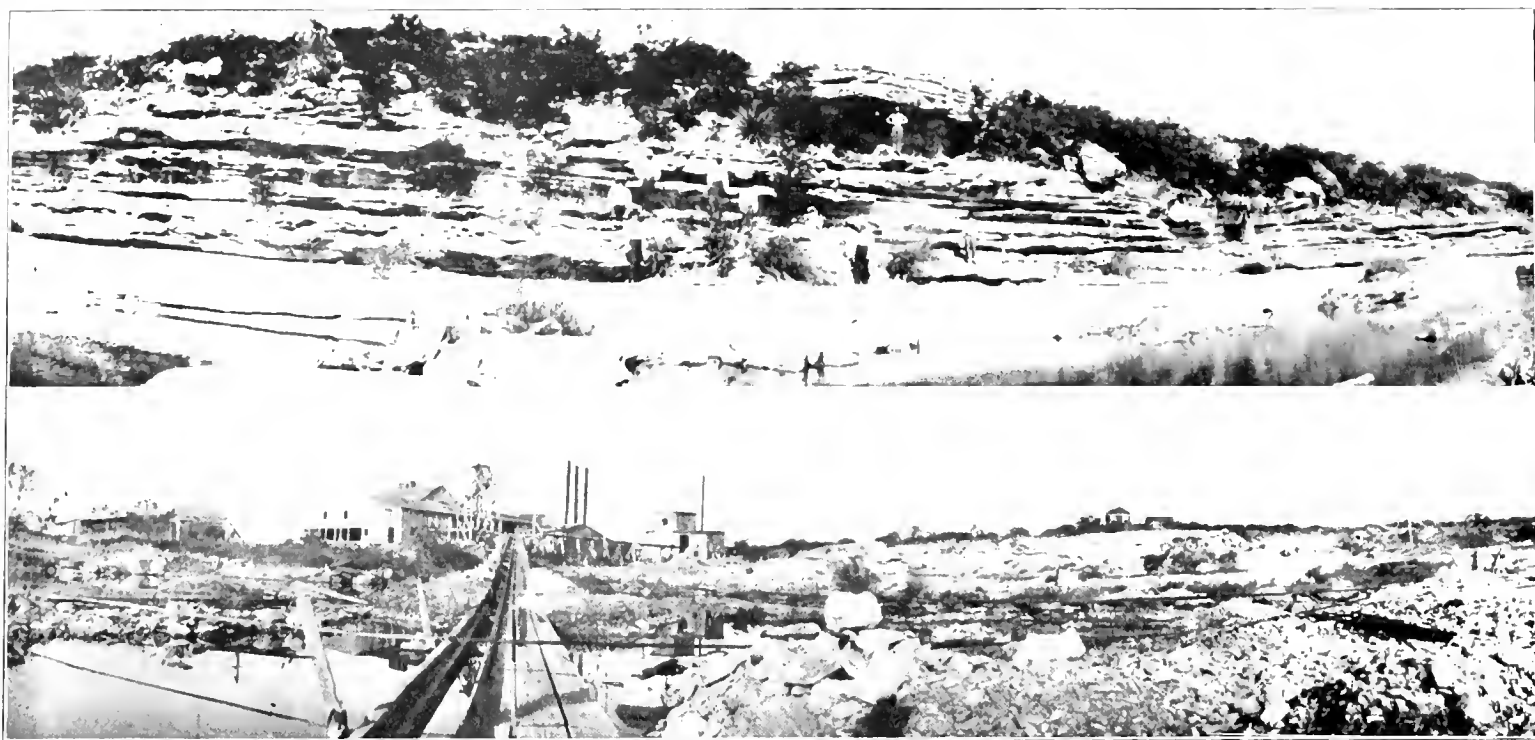
Sulphur Springs Road.



Pleasanton Road.

Roads Tarviated by the Finley Method Company of Texas.

NATURAL ROCK ASPHALT DEPOSIT AND MINES IN UVALDE COUNTY, TEXAS



Numerous Streets in San Antonio Are Paved With This Material.



Adams Street.



Third Street



South Alamo Street



Richmond Avenue.

- Courtesy Uvalde Rock Asphalt Company.

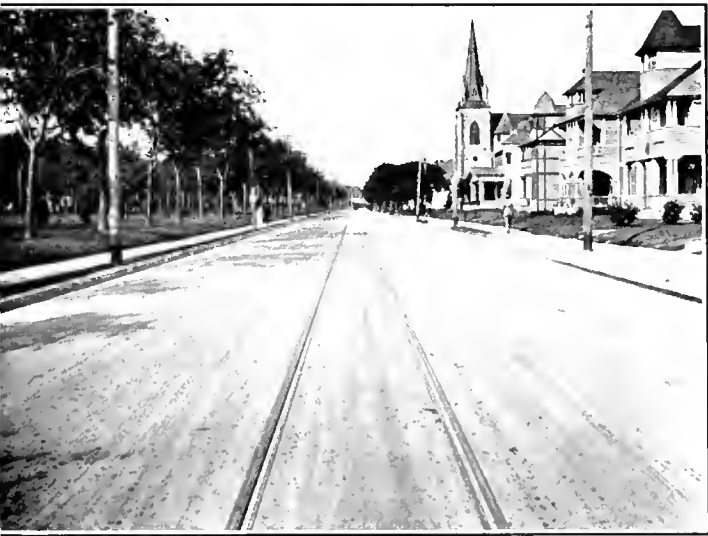
UVALDE ROCK ASPHALT STREETS



Romana Street.



Lexington Avenue.



Camden Street.



Crockett Street.

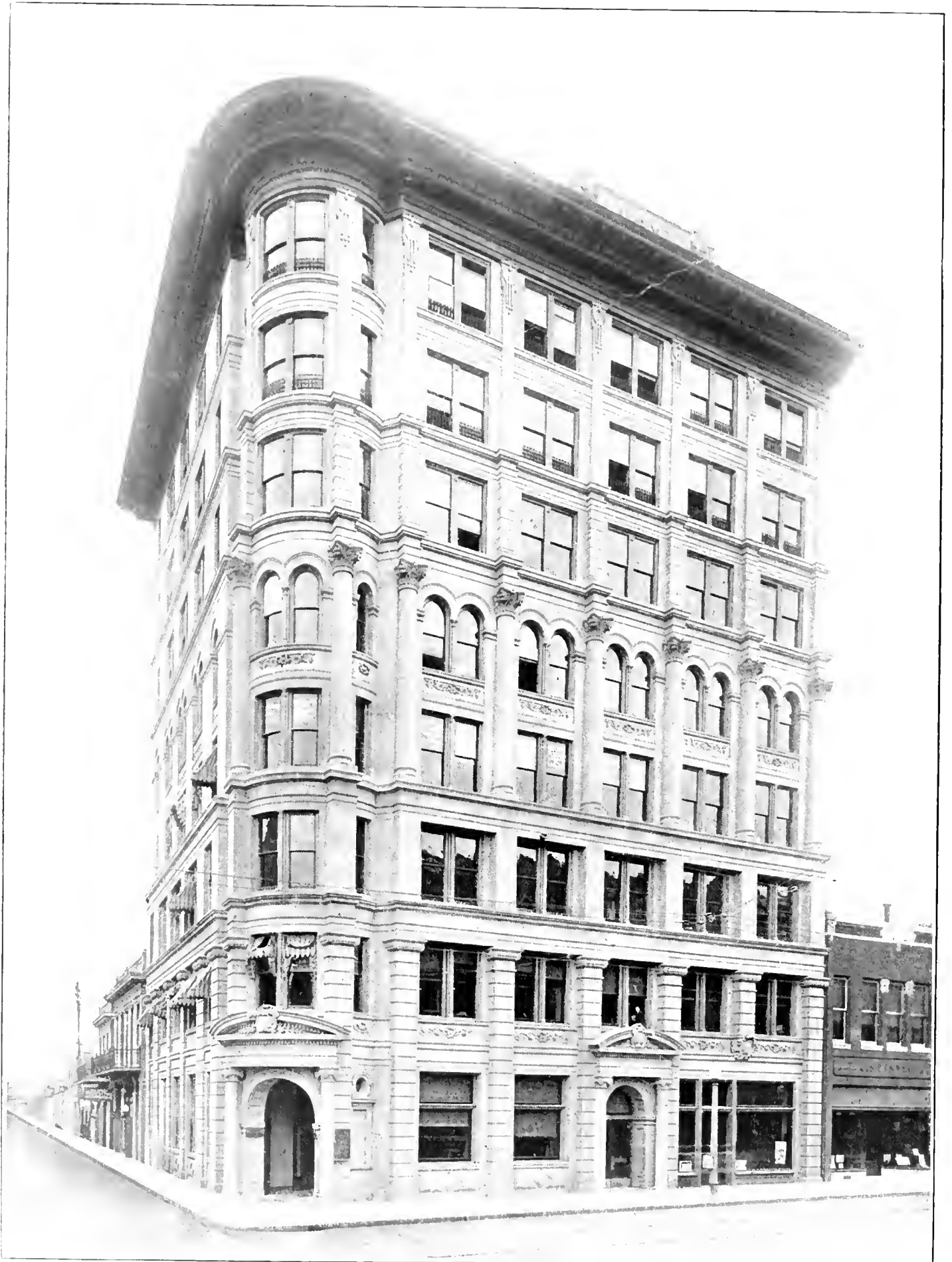


Avenue E.



New Braunfels Avenue.

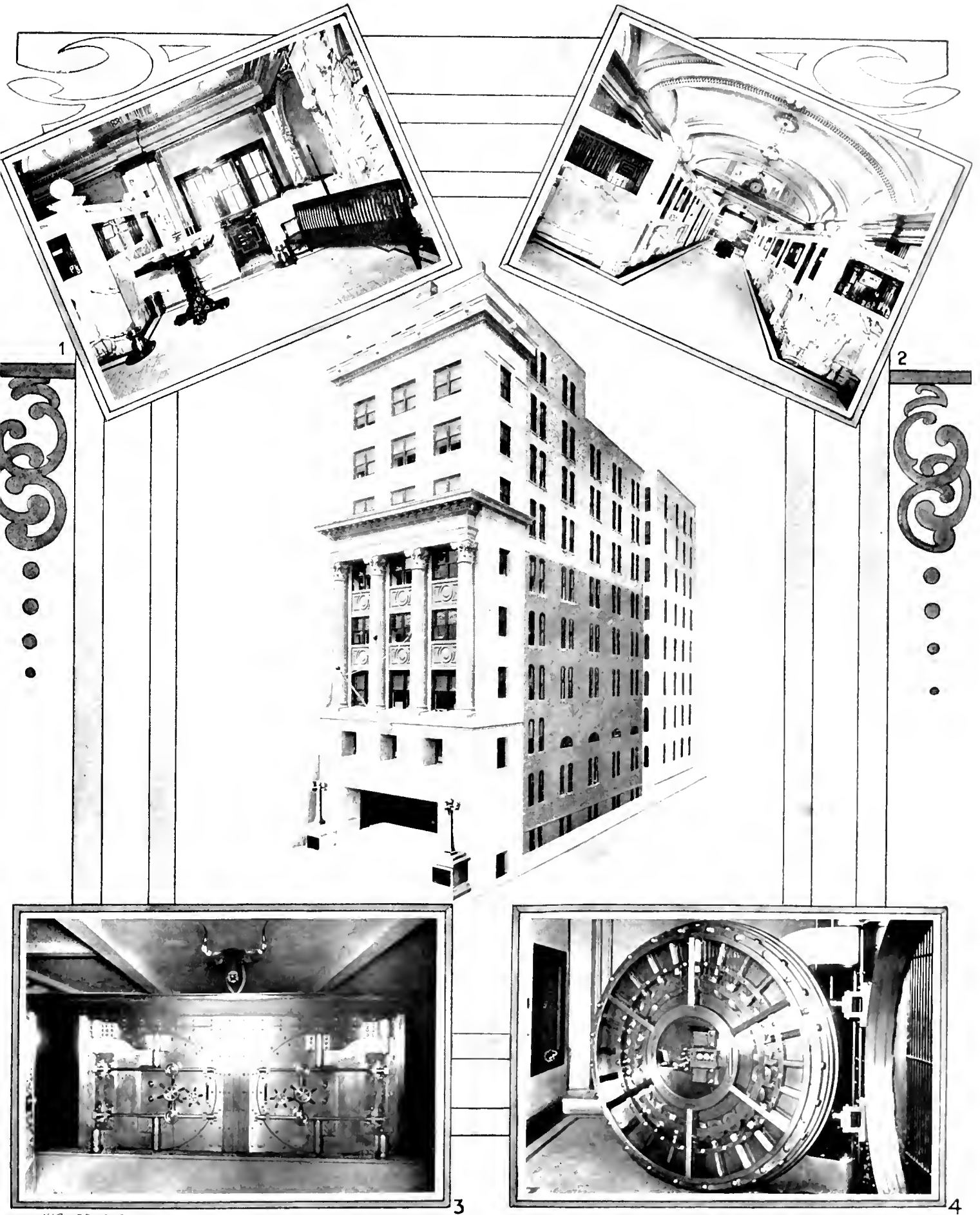
Courtesy Uvalde Rock Asphalt Company.



ALAMO NATIONAL BANK

This building received national publicity when it was moved bodily during the street-widening campaign in 1913-14. It was moved twenty feet from original location without the slightest damage.

FINANCIAL SAN ANTONIO



HIGHER PUBLICITY LEAGUE OF TEXAS

State National Bank—Chas. T. Boelhouwe, Architect.

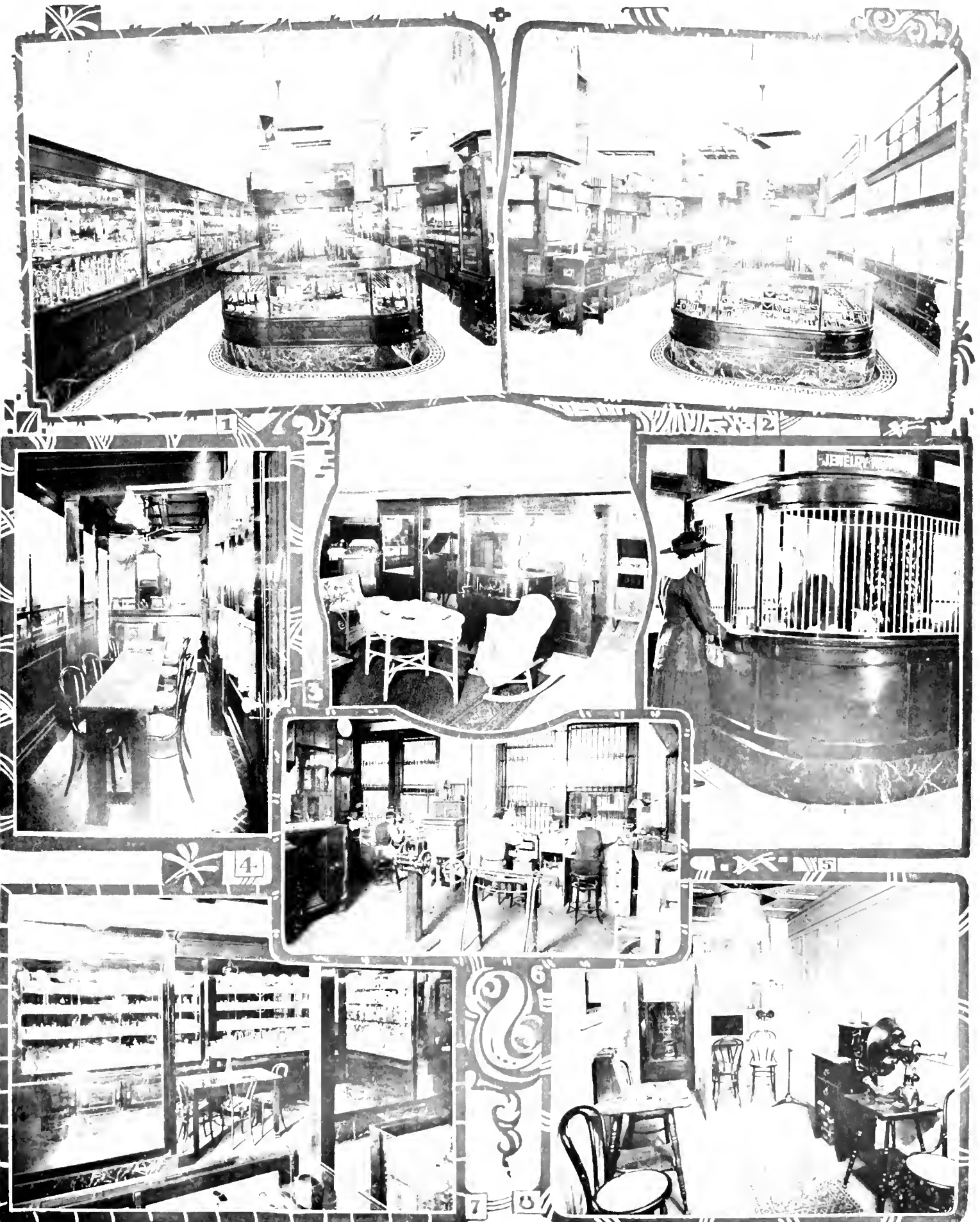
San Antonio Has 15 Banks. Deposits, \$22,708,298 in National Banks; \$2,904,205 in State Banks; \$6,090,429 in Trust Companies; \$2,500,000 in Private Banks.

FINANCIAL SAN ANTONIO



Total Deposits in San Antonio Banks and Trust Companies. \$34,202,930.00.

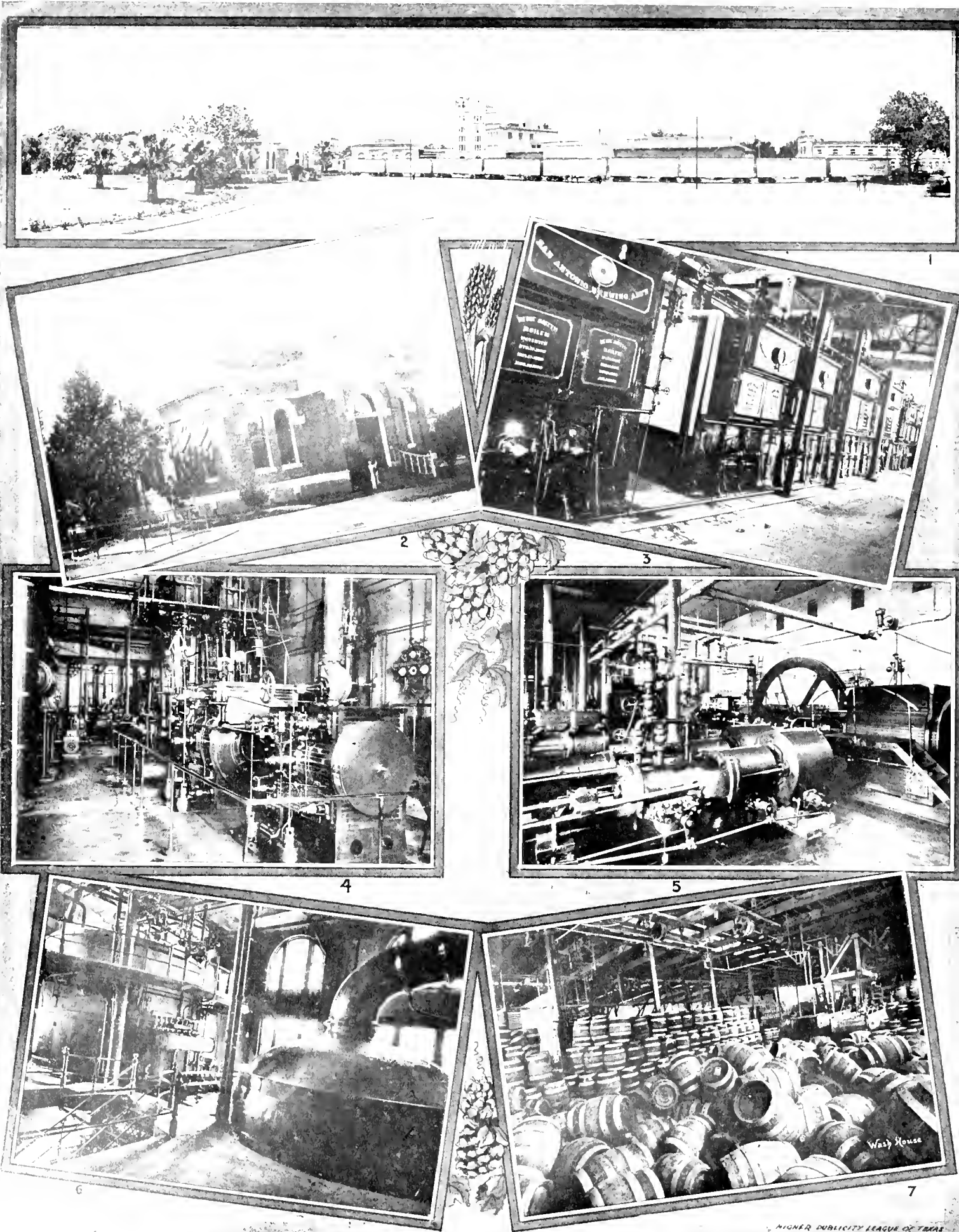
SAN ANTONIO RANKS HIGH AS A SHOPPING CENTER



Hertzberg's Jewelry Store One of the Finest in the Entire South.

1. Left Aisle. 2. Right Aisle. 3. Phonograph Department. 4. Diamond Room. 5. Jewelry and Watch Repair Department 6. Jewelry Department. 7. Cut Glass Department. 8. Optical Department

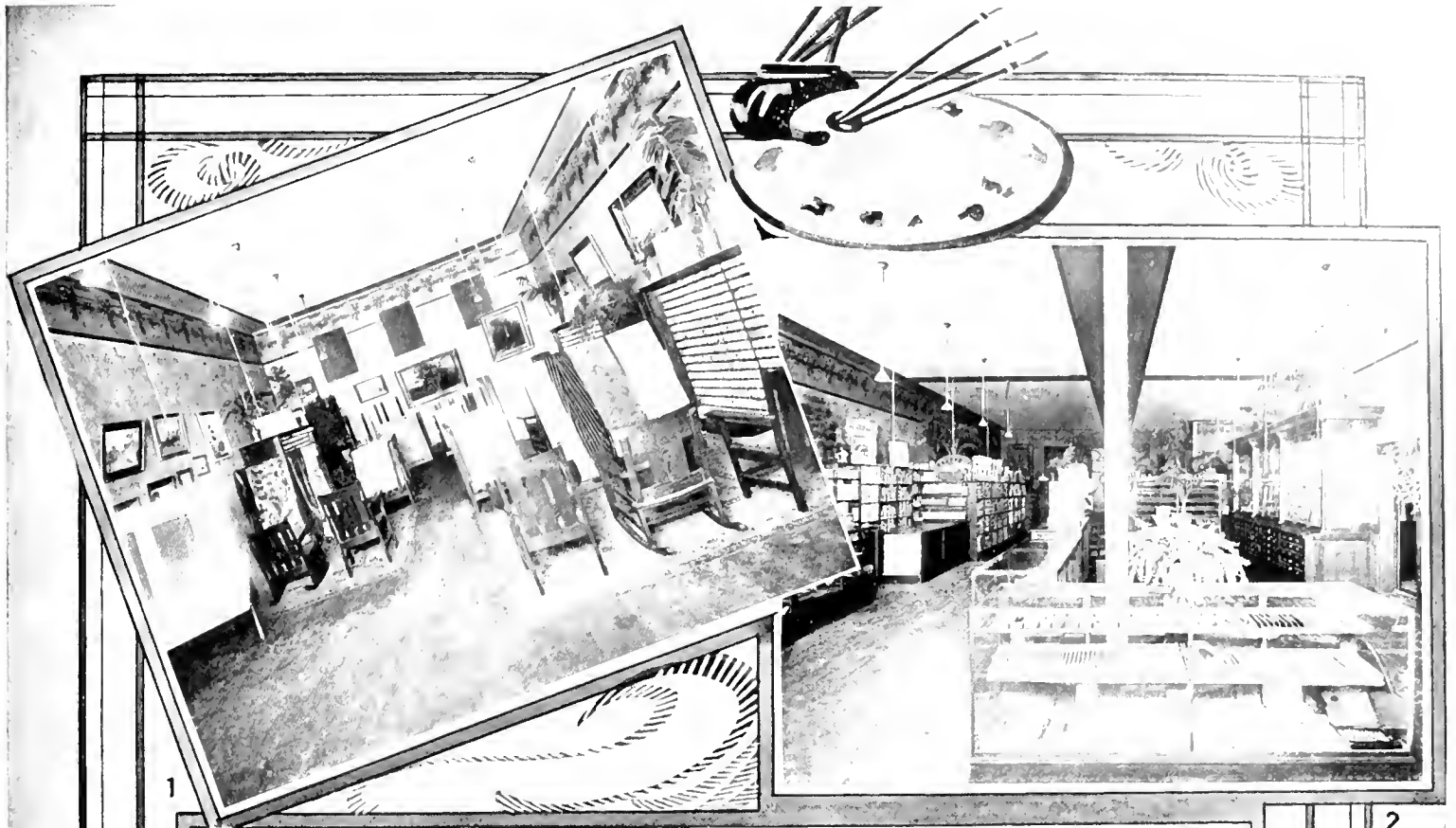
POINTS OF INTEREST



SAN ANTONIO BREWING ASSOCIATION'S PLANT KNOWN AS THE CITY BREWERY

The semi-tropical setting of Palm and Pecan give many San Antonio industrial plants an environment much appreciated by those who labor there. The grim aspect of congested northern manufacturing centers is entirely lacking, and the workers enjoy fresh air the year round.

POINTS OF INTEREST



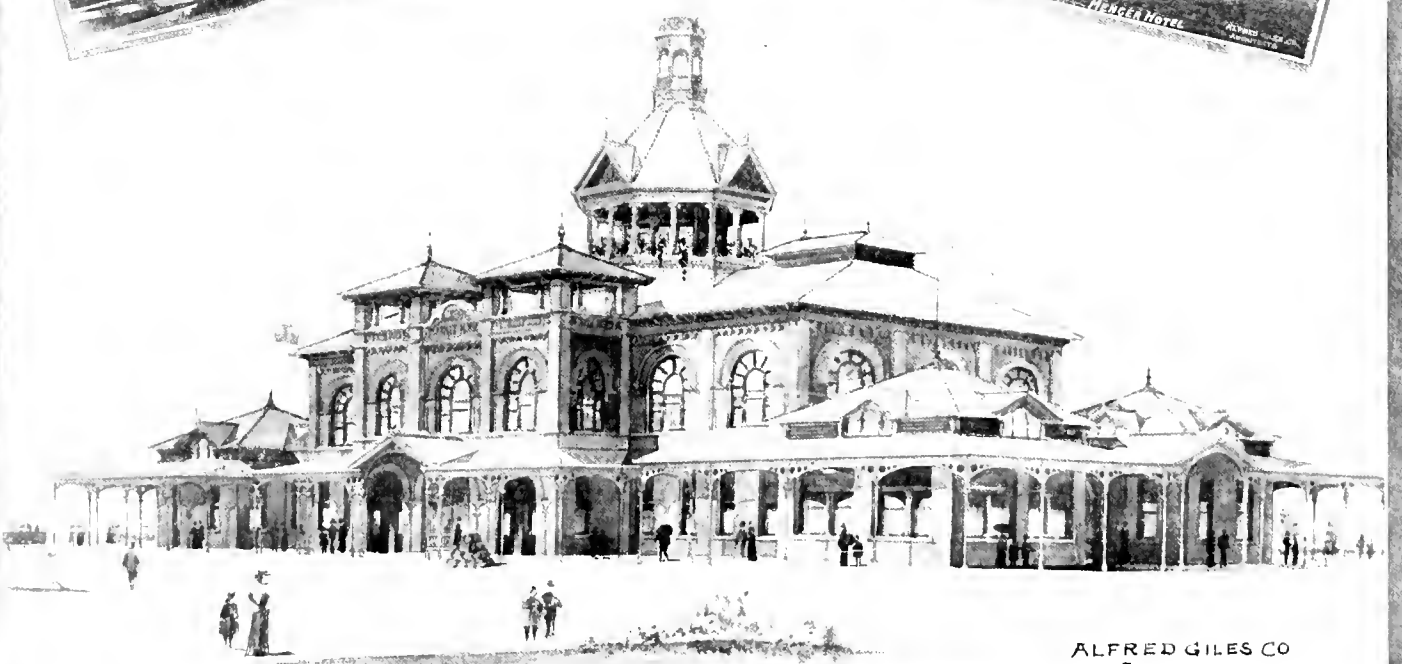
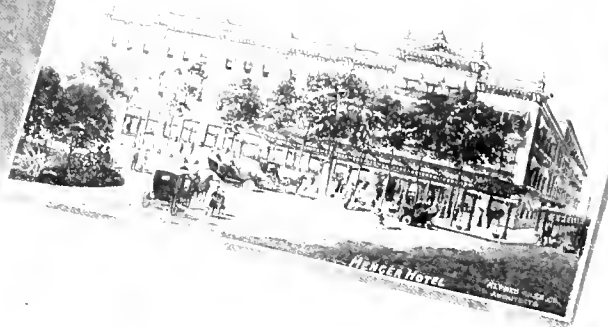
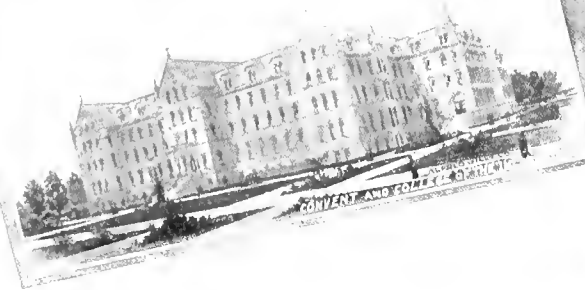
Fred Hummert's Wall Paper and Paint Store.

HIGHER CIVIL CITY
LEAGUE OF 1914

POINTS OF INTEREST



PROPOSED PLAN FOR ALAMO PLAZA



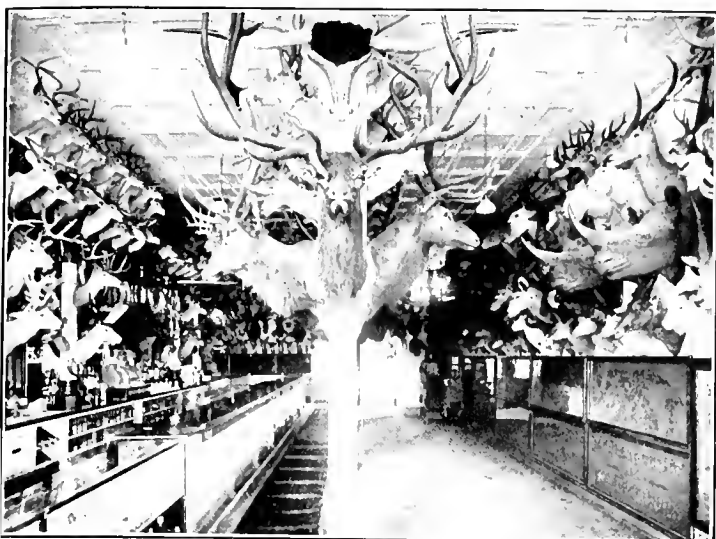
MARKET HOUSE

HIGHER PUBLICITY LEAGUE OF TEXAS

A Start Has Already Been Made for a Civic Center in San Antonio.

—Courtesy Alfred Giles Company, Architects.

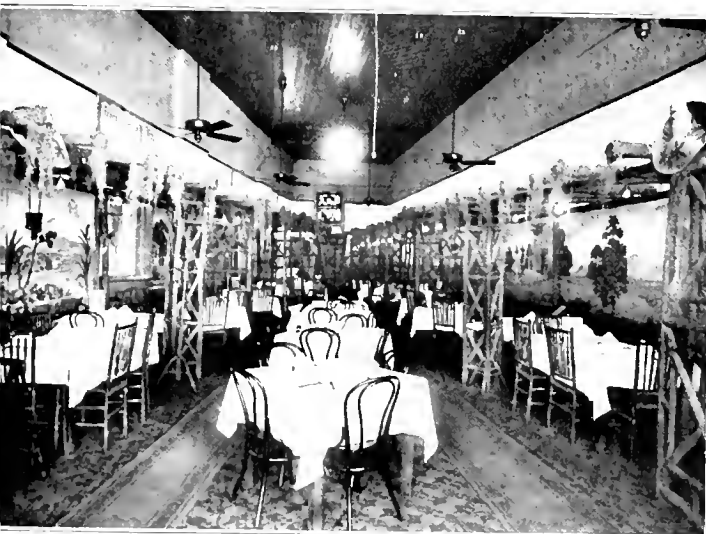
POINTS OF INTEREST



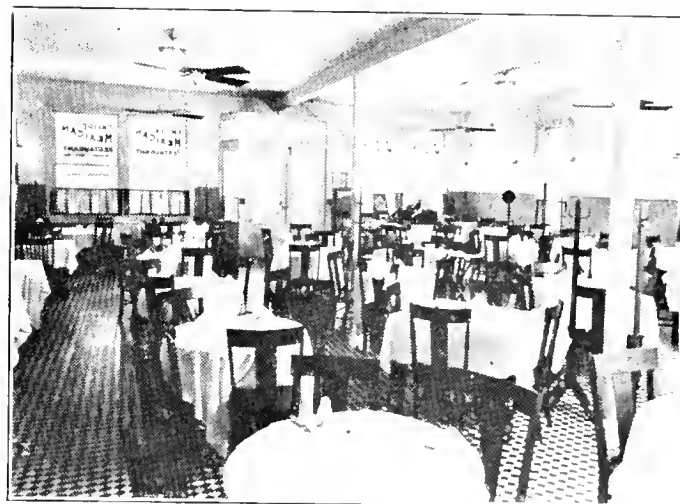
The Buckhorn.



Carolina Tea Room.



The Mexican Inn.



Empire Mexican Restaurant.



Ecker's Cafeterias.

MUSICAL SAN ANTONIO



LUCILE CARROLL WISEMAN
Lyric Soprano



JULIEN PAUL BLITZ
(Conservatory of Ghent, Belgium)
Conductor of S. A. Symphony Orchestra



MILDRED CARROLL WISEMAN
Violiniste



LUIS ALFONSO MARRON
Concert Pianist



MISS NORA ECKELS
Teacher of Expression



COLUMBATI D'ACUGNA
Artist and Teacher



EARNEST THOMAS
Teacher of Violin



E. P. BUFORD
Musical Composer



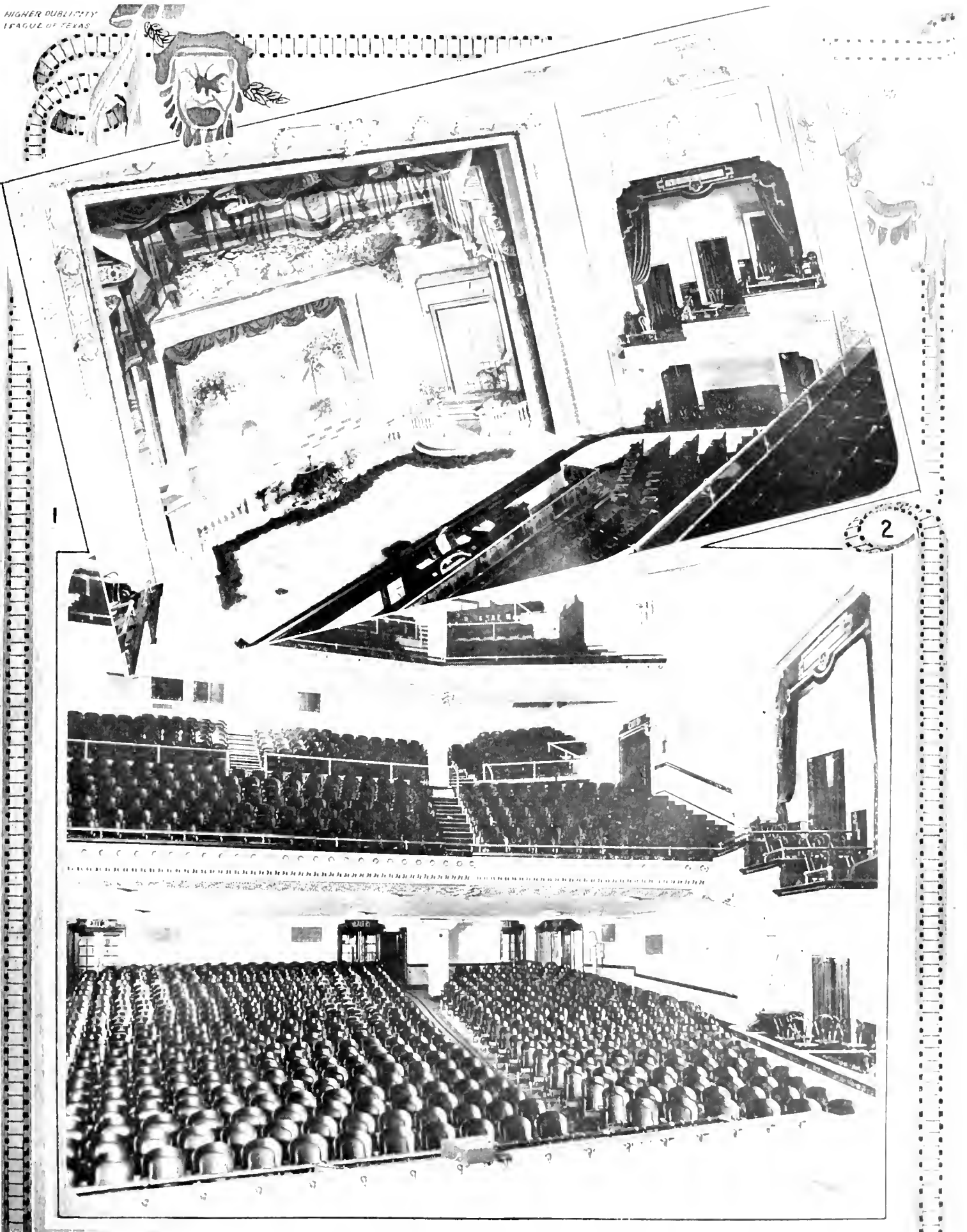
IVA ROBERTSON GILBERT
Reader



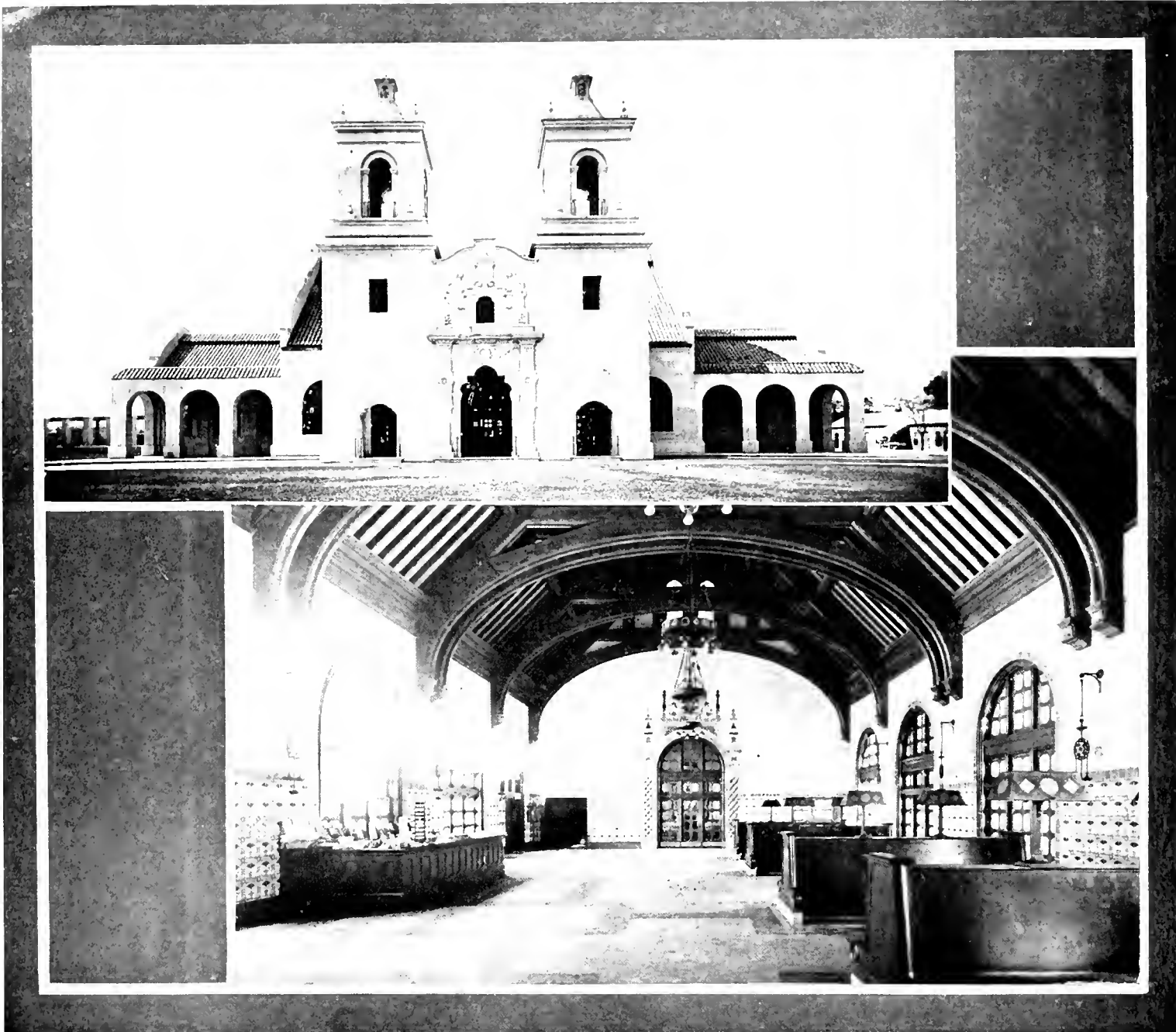
H. W. B. BARNES
Military Musical Director

MUSICAL SAN ANTONIO

HIGHER PUBLICITY
LEAGUE OF TEXAS



The Empire Theatre Is Not Surpassed by Any Theatre in the United States. It Has a \$30,000 Organ and the Acoustic Design of Its Interior Is Perfect W. J. Lytle, Manager.



The New \$1,500,000 M., K. & T. Terminal.

Five trunk lines of railroads enter and pass through San Antonio: The Southern Pacific, the Missouri, Kansas and Texas, the International and Great Northern, the San Antonio and Aransas Pass and the San Antonio, Uvalde and Gulf.



I. & G. N. Depot.

Harvey L. Pigo, Architect.



Southern Pacific Depot.

COMMERCIAL AND INDUSTRIAL

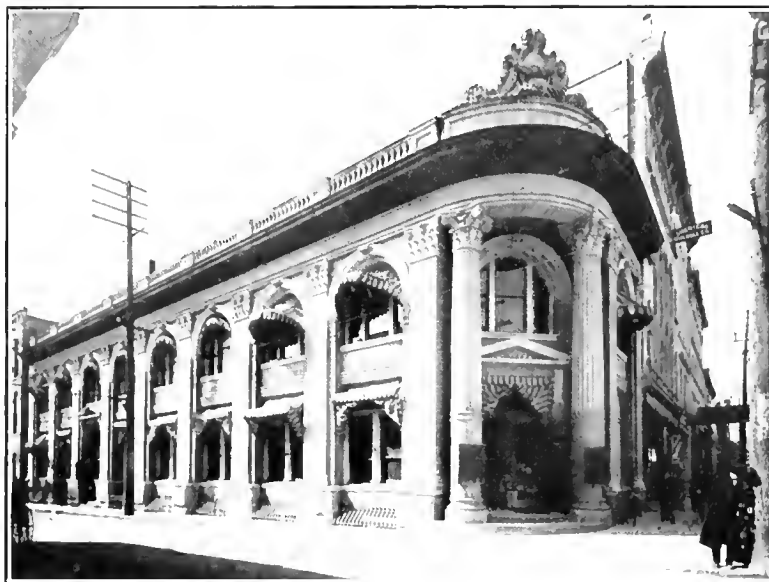
The day was, and not so many years since, when San Antonio was a frontier city, the half-way house between the effete East and the cow boy and sombrero-covered hidalgo of Mexico. Today it is one of the prosperous and constantly growing cities of the Southwest, the center of a great trade, and a distributing point of splendid dimensions.

Over two hundred industrial plants have established a most respectable pay roll. Up-to-date business houses show

retail products equally up-to-date, comparing favorably with the shops of the biggest cities of the country.

The jobbing or wholesale houses are equally alert and progressive in their various lines, they being thoroughly representative and operating in a territory as large as the State of Ohio.

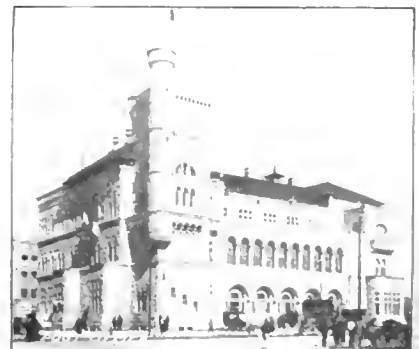
THE WHOLESALE TRADE OF THE CITY IS VALUED AT \$100,000,000 ANNUALLY.



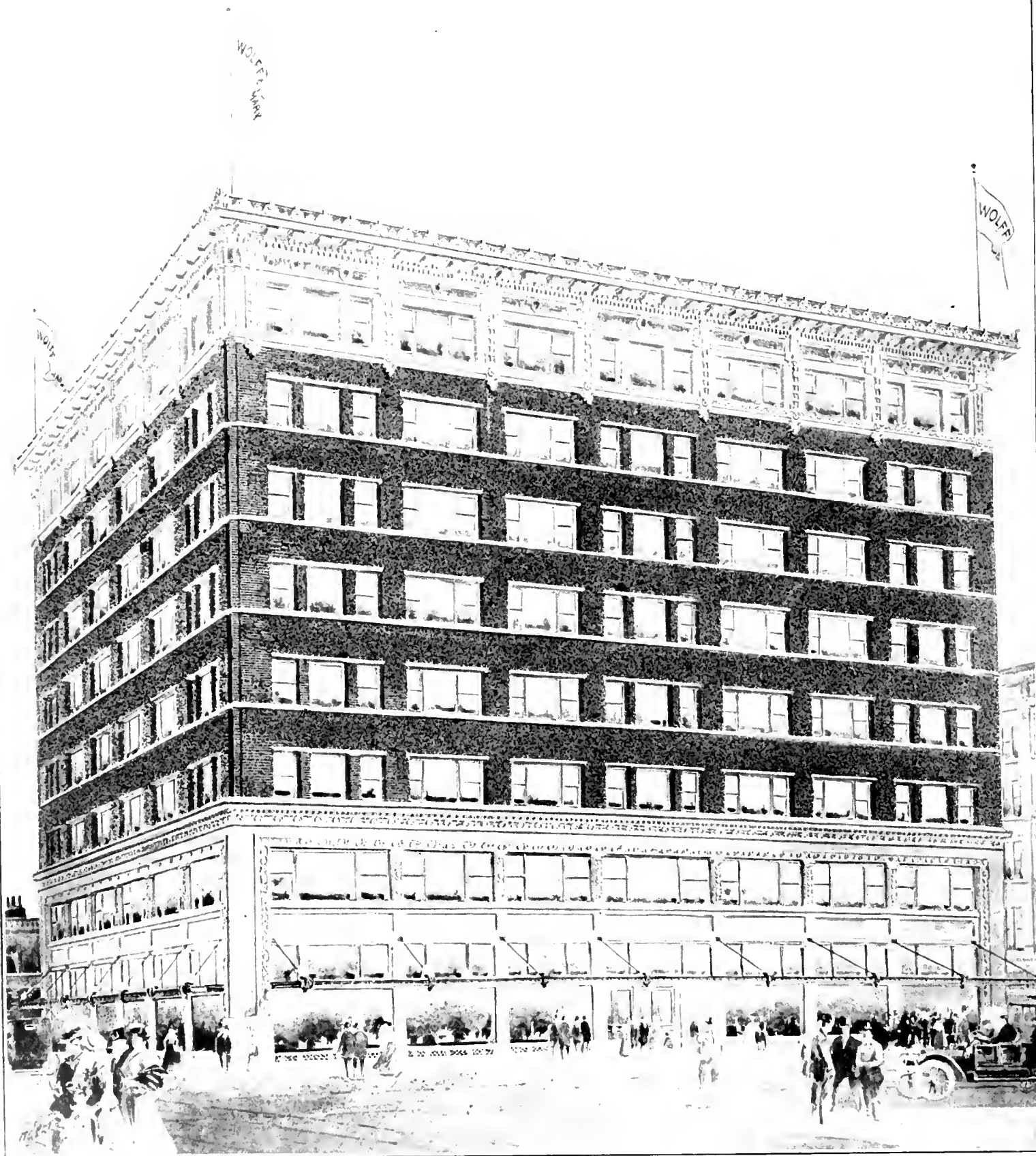
*Boost Your
Business By Boosting
Your Community*

*Boost Your
Business By Boosting
Your Community*

City National Bank.



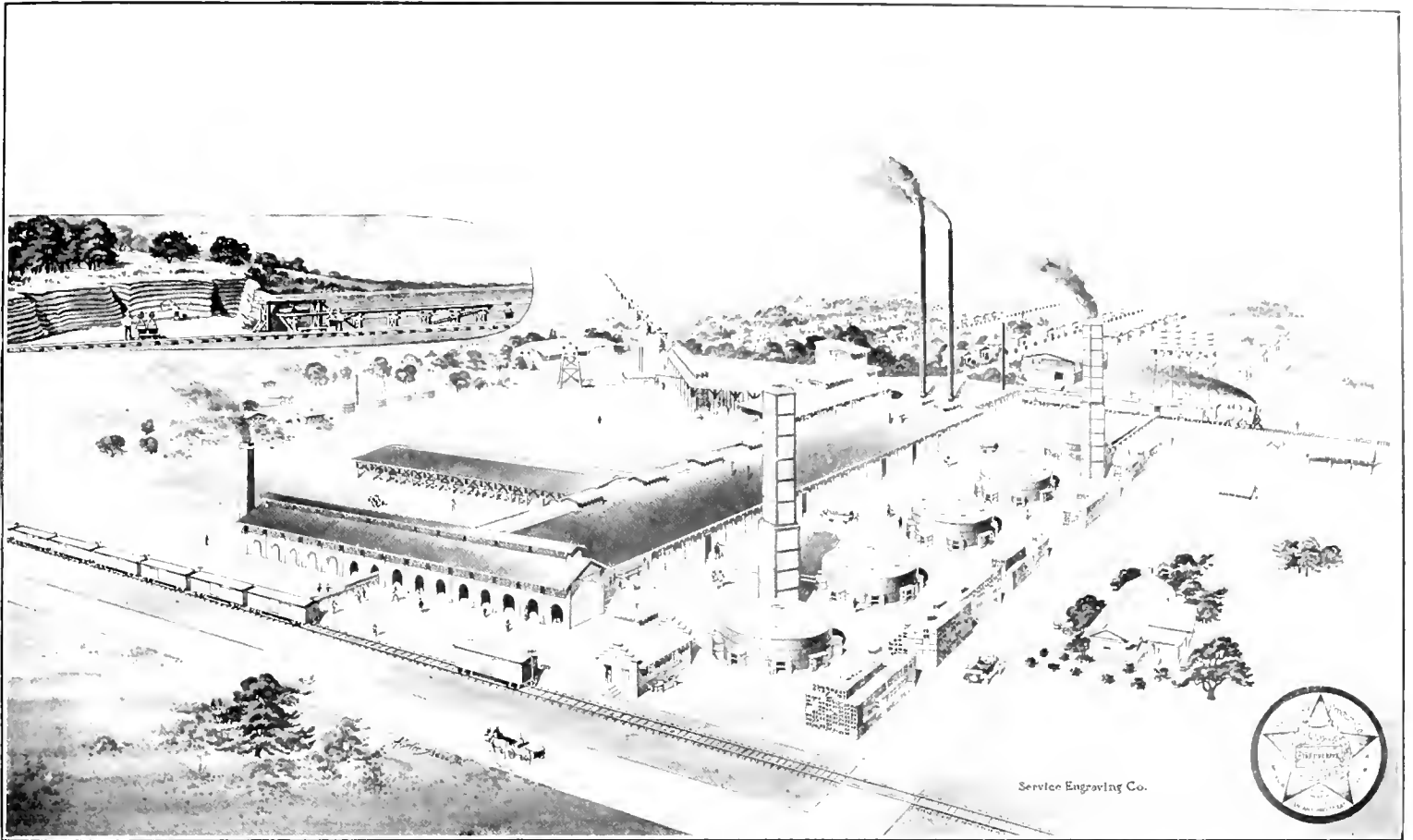
PUBLIC BUILDINGS of SAN ANTONIO



THE WOLFF & MARX COMPANY DEPARTMENT STORE

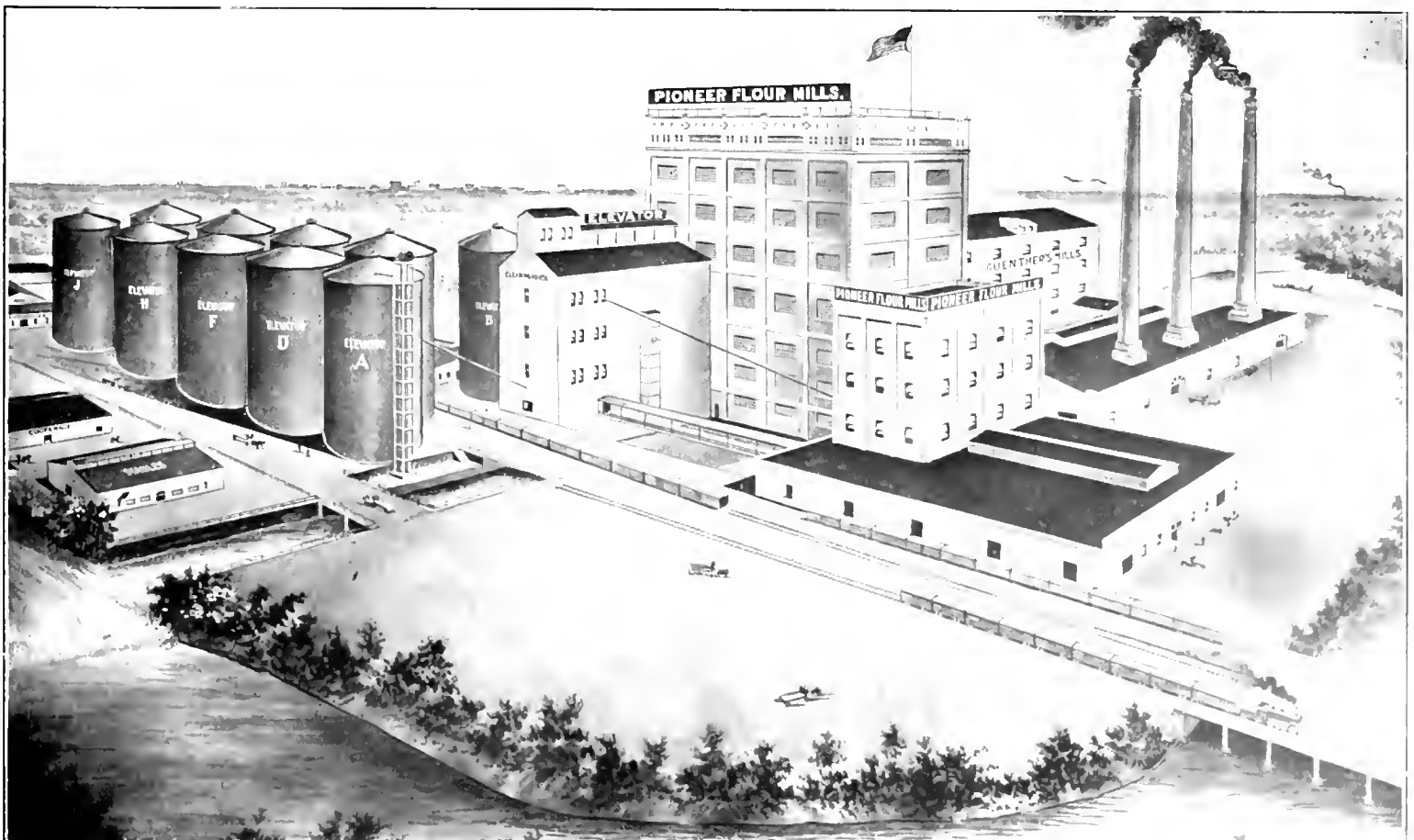
This Is the Largest and Finest Department Store in the Southwest, and Is Filled With the Highest Grade Ware From Everywhere.

COMMERCIAL AND INDUSTRIAL

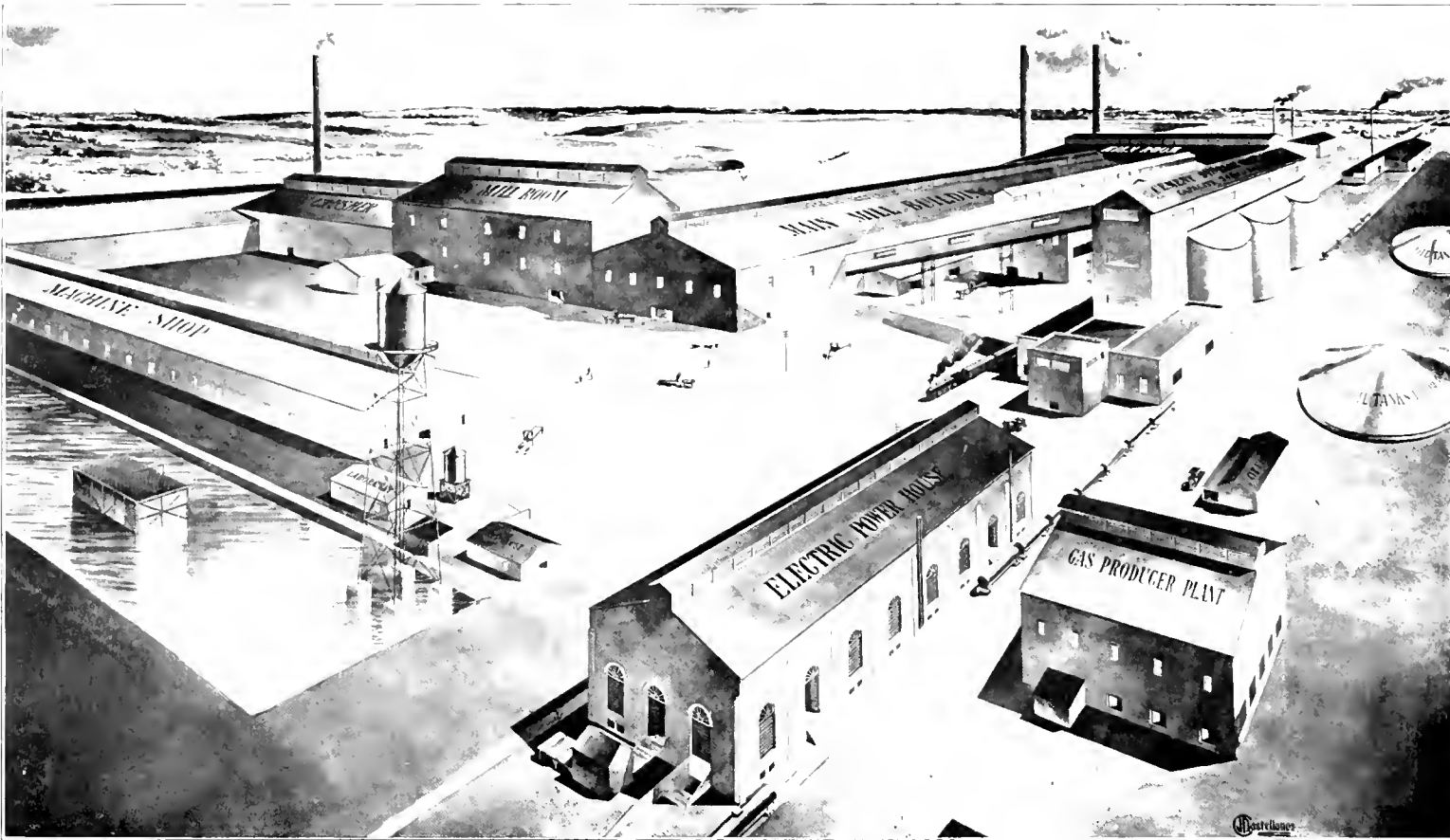


Works of the Star Clay Products Company.

San Antonio Is Emerging From the Traditions of the Past

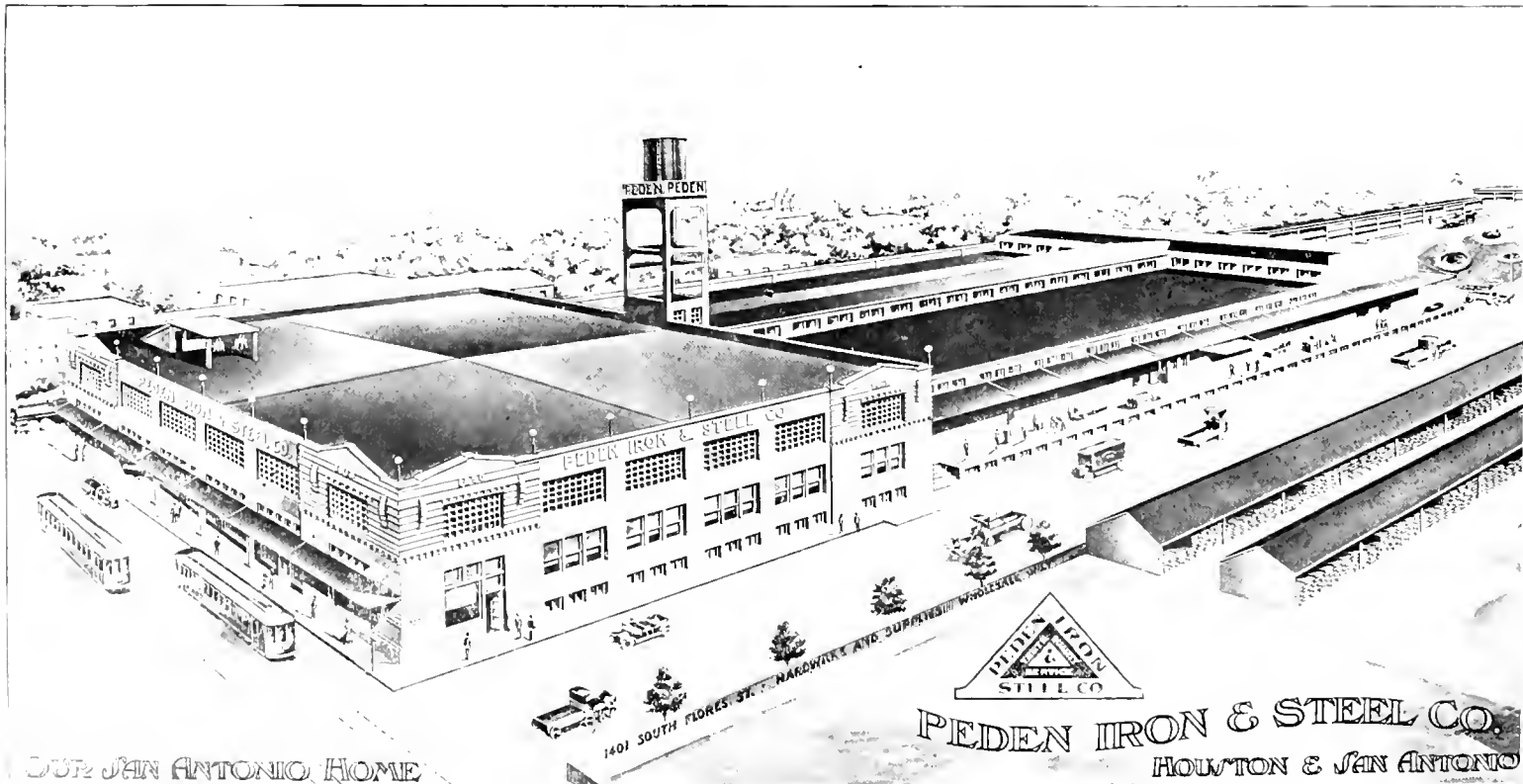


Pioneer Flour Mills.



San Antonio Portland Cement Company.

Into the Realities of the Present. Its Destiny Is Before It.



Peden Iron and Steel Company.

COMMERCIAL AND INDUSTRIAL

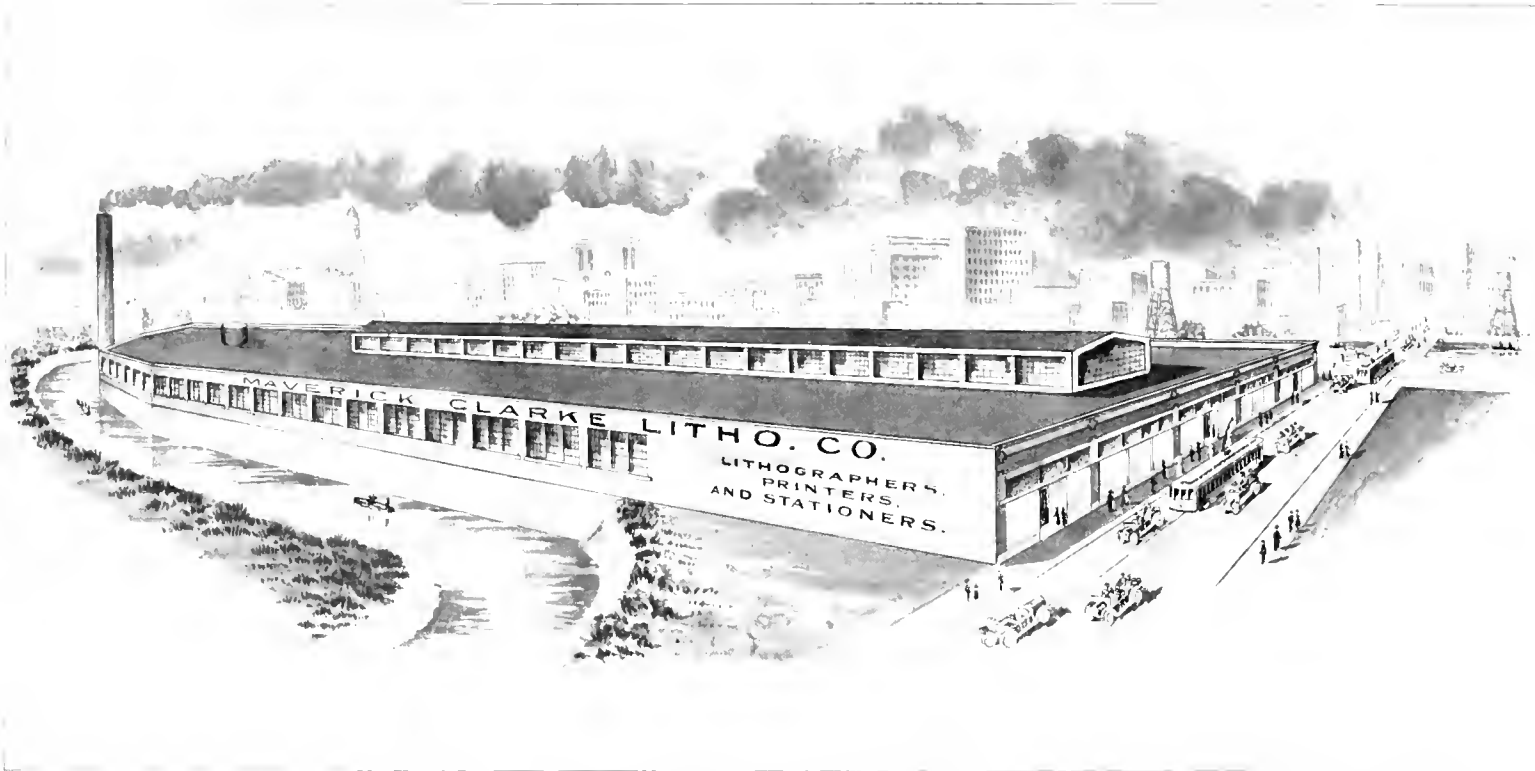


Kuntz-Albaugh Lumber Company.

And Another Cycle of Years Will See It the Great City of the Southwest. The Strategic Position It Occupies With Regard to Mexico Is Sufficient to Make It a City of a Million Souls.



Petrich-Saur Lumber Company.



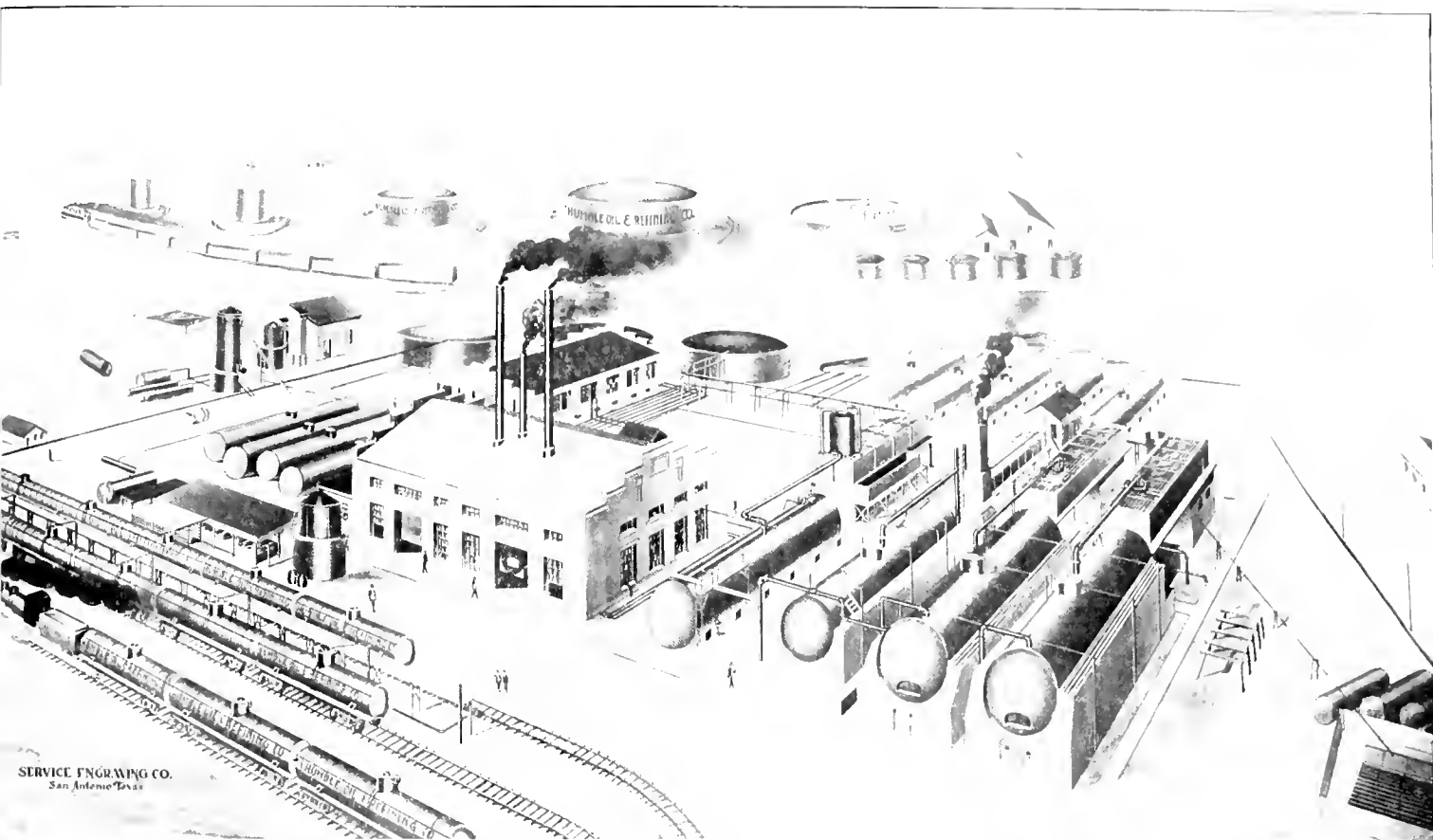
Maverick-Clarke Lithographing Company.

—Ralph H. Cameron, Architect.

San Antonio Is the Converging Point of Traffic Between the Wealthiest Republic the World Has Ever Seen and the Greatest Undeveloped Nation and the Richest in Natural Resources on the Face of the Globe—

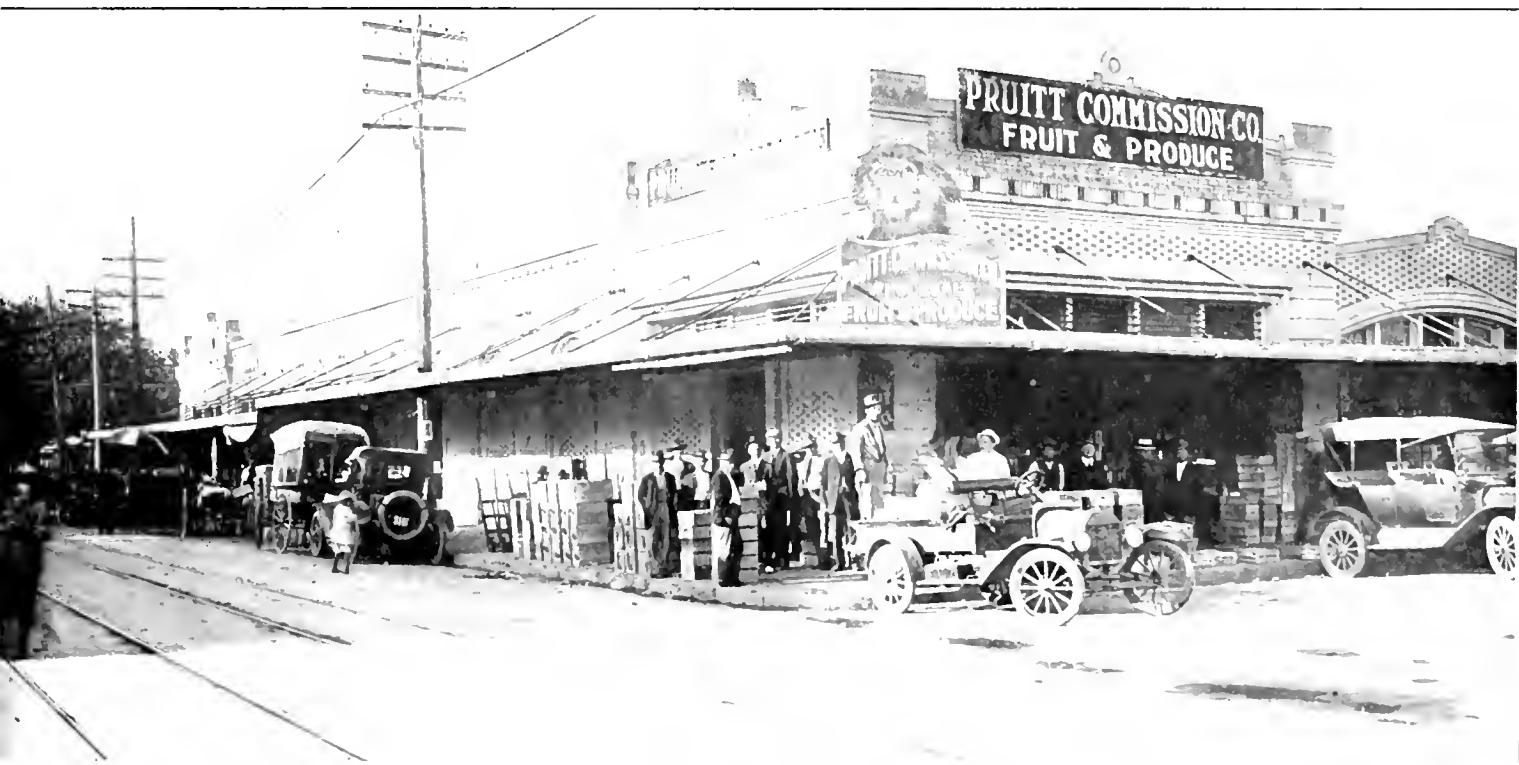


Unloading Freight From a Cotton Belt, St. Louis to San Antonio Package Car.

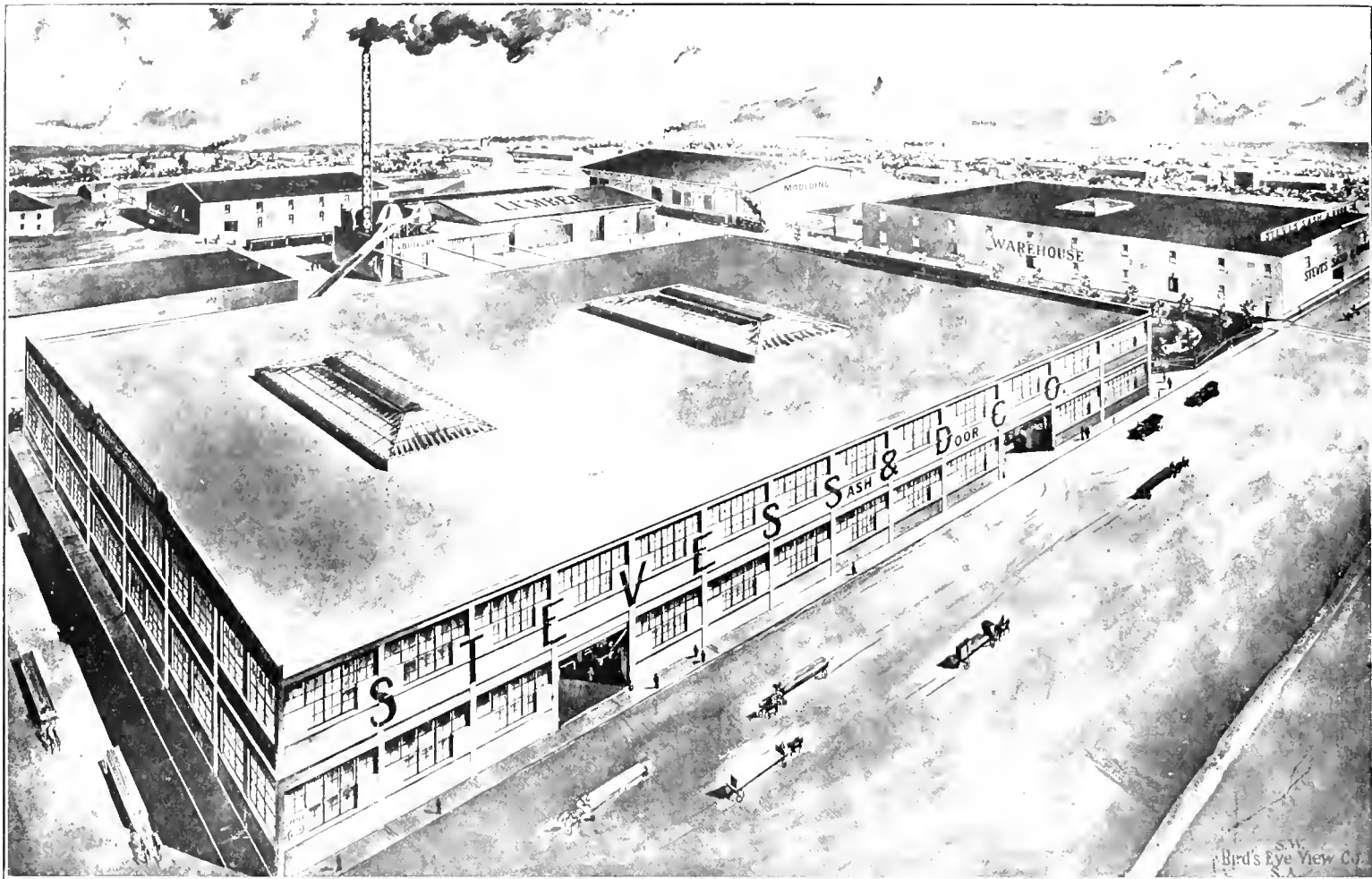


Humble Oil Co., Dixie Plant.

The Factor Which Made Kansas City the Metropolis of the Middle West: The Center and Converging Point of Trade Routes—This Factor We Say Is Here.



Home of the Pruitt Commission Company on Commission Row— (Owned by I. Tobias)



Steves Sash and Door Company.

"The Factor Which Made Nice the Pleasure Resort of France, Which Has Made Los Angeles What It Is; Which Has Made the Resorts of Florida—the Perfect Climate—This Factor Is Here."

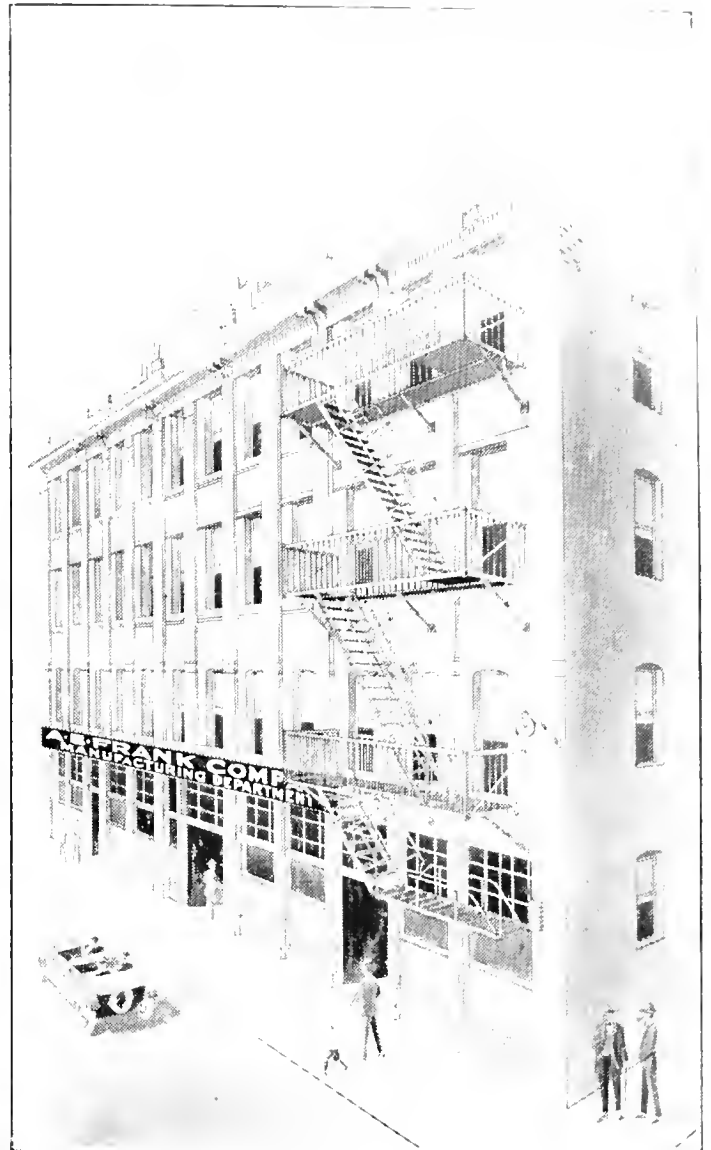


Breeden & Runge.

- Wright & Sanders, Contractors.



A. B. Frank Company.
—Atlee B. Ayres, Architect.

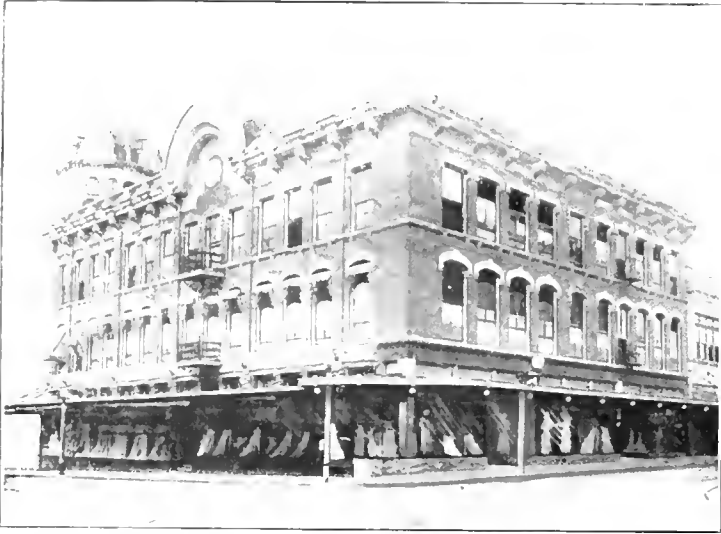


A. B. Frank Company.
—Atlee B. Ayres, Architect.



Woodward Carriage Company.

Atlee B. Ayres, Architect



Saul Wolfson's.



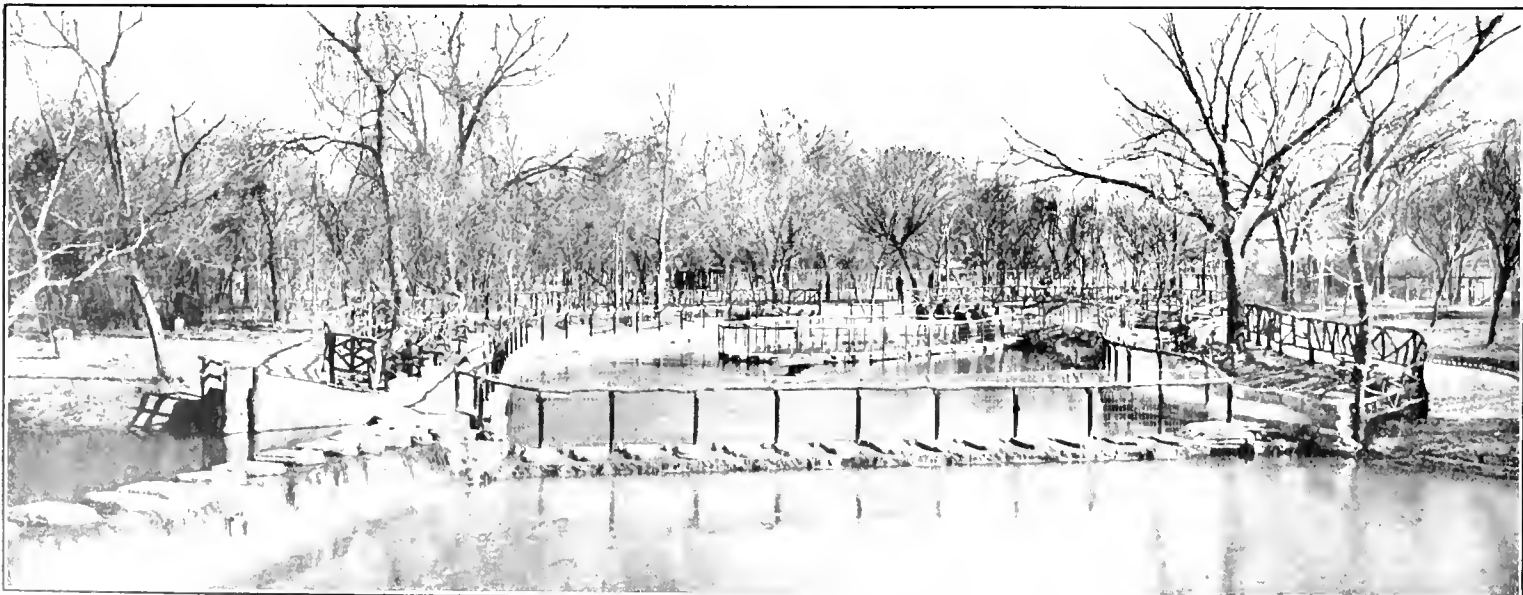
Conness Realty Company Building.



Dalkowitz Dry Goods Company.



South Texas Music Company.



Sea Lion Pond in Brackenridge Park.

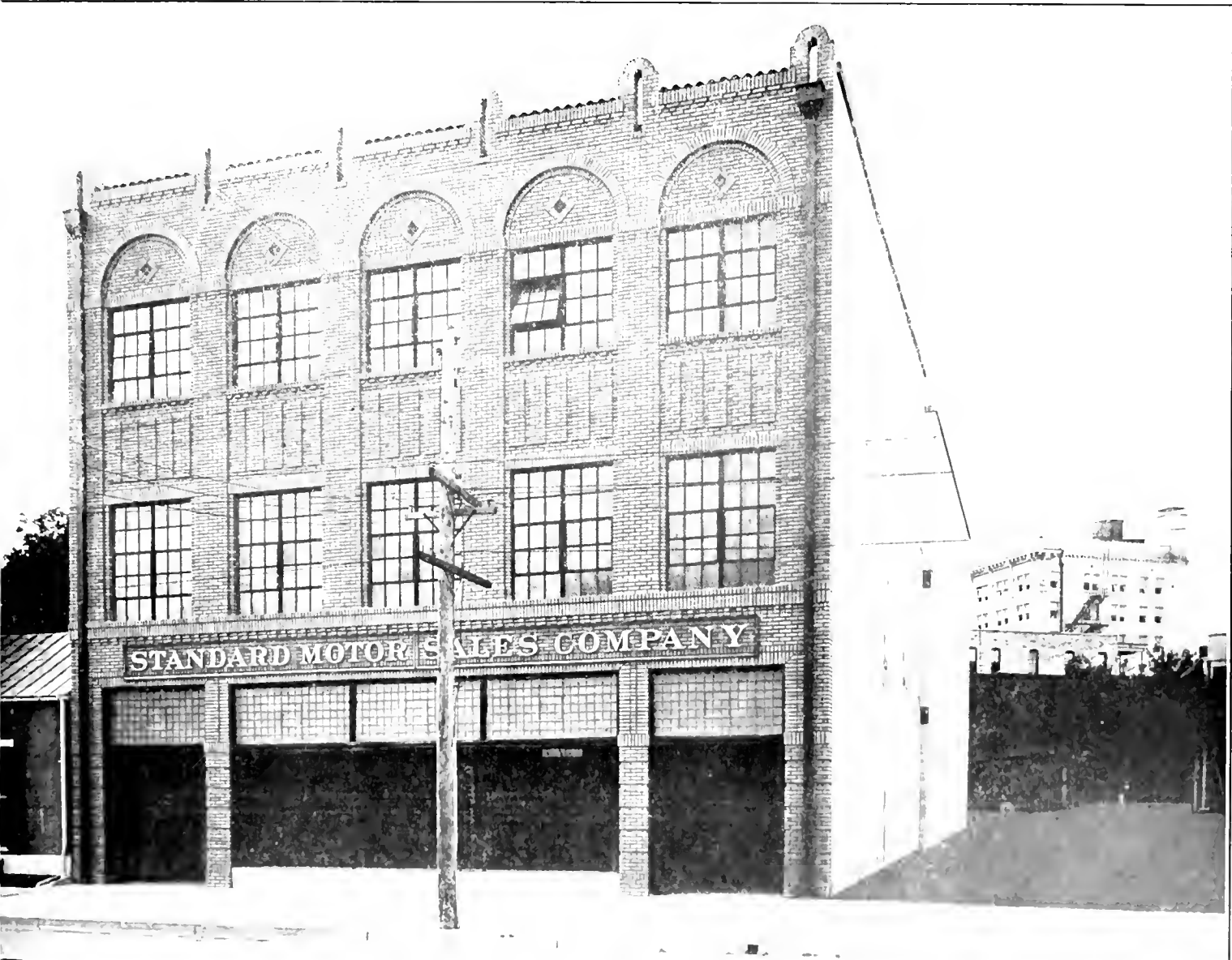
COMMERCIAL AND INDUSTRIAL



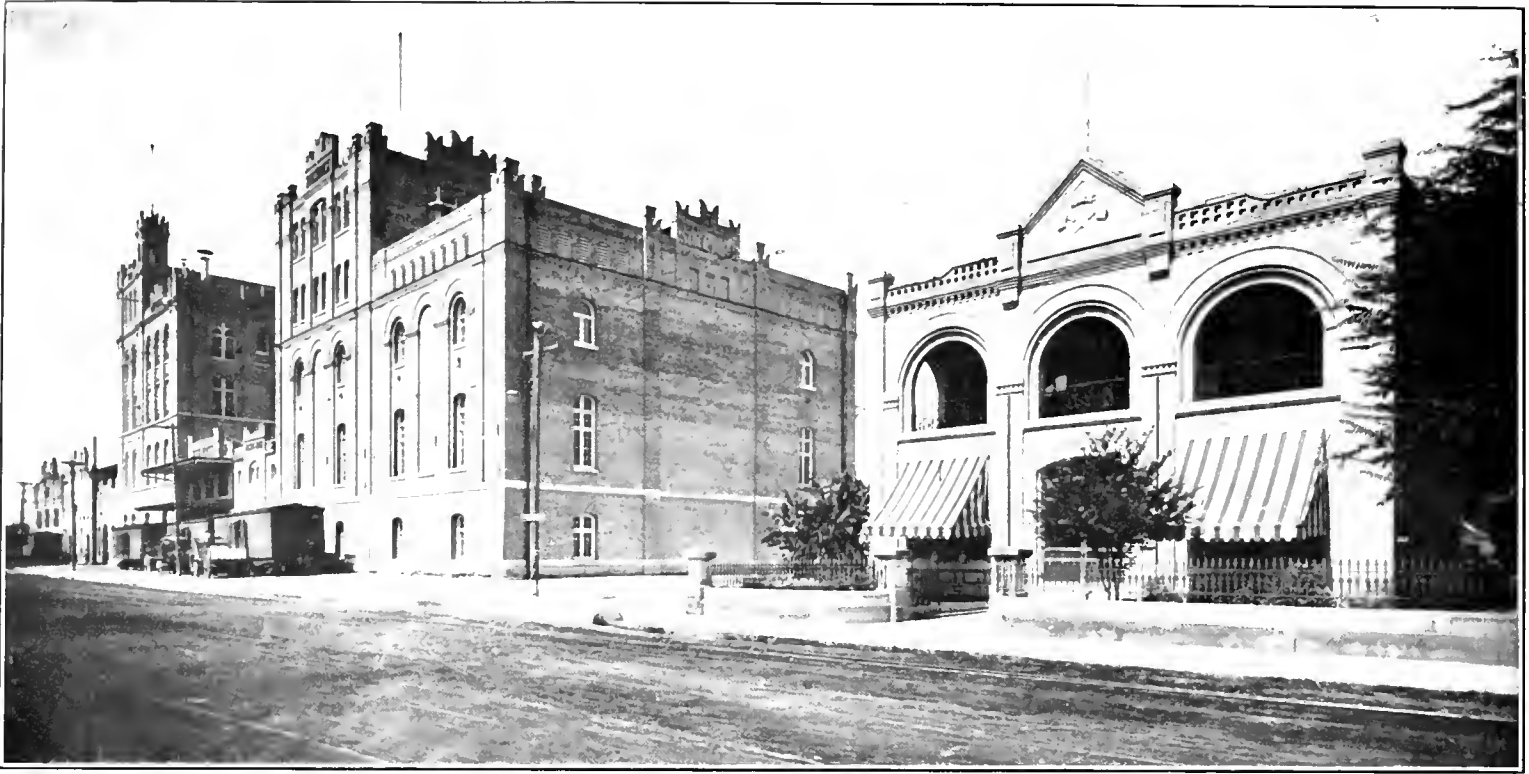
Moore Building.
—Atlee B. Ayres, Architect.



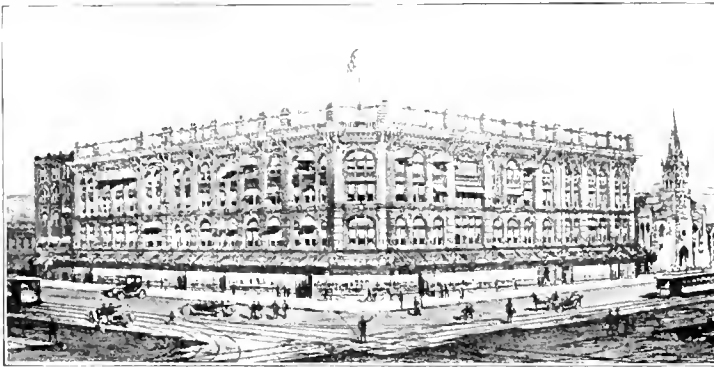
Prudential Building.
—Atlee B. Ayres, Architect.



Standard Motor Sales Company—G. & H. Hagelstein, Owners.



Lone Star Brewing Association.



Joske's Department Store.

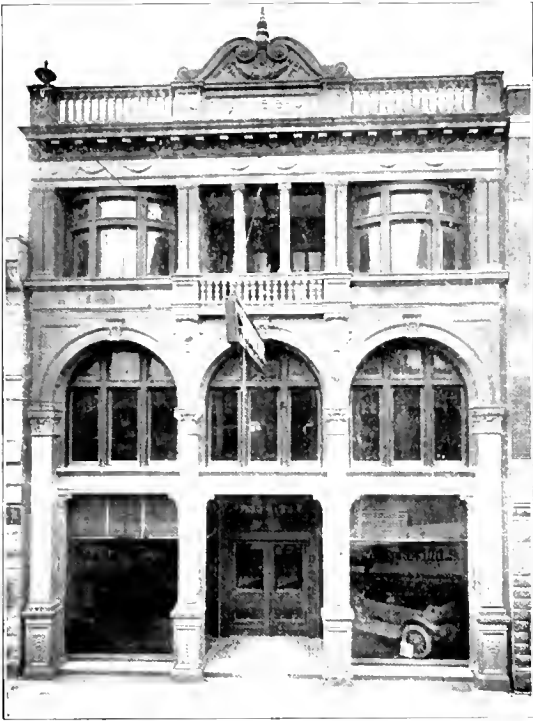


Scobey Fireproof Warehouse.

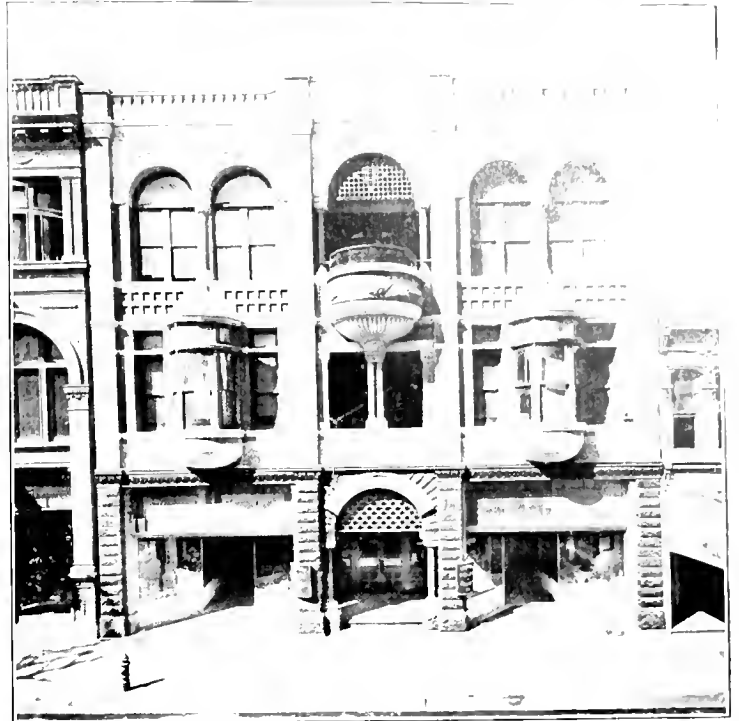


Stowers Furniture Company.

COMMERCIAL AND INDUSTRIAL



Staacke Bros.



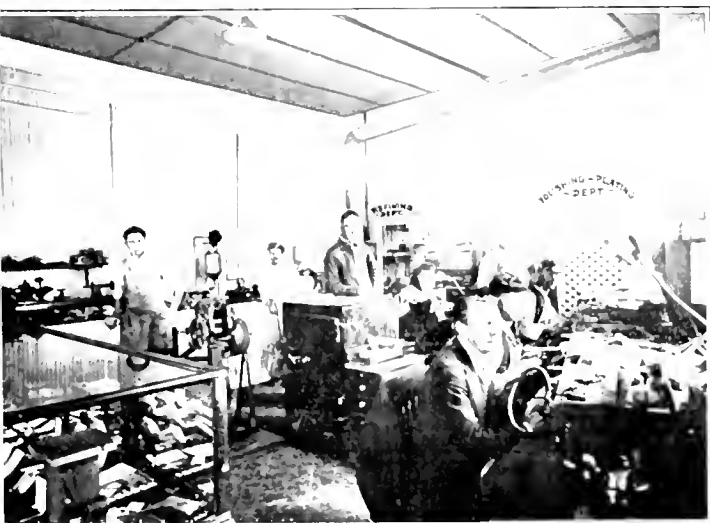
Newton-Weller-Wagner Company.



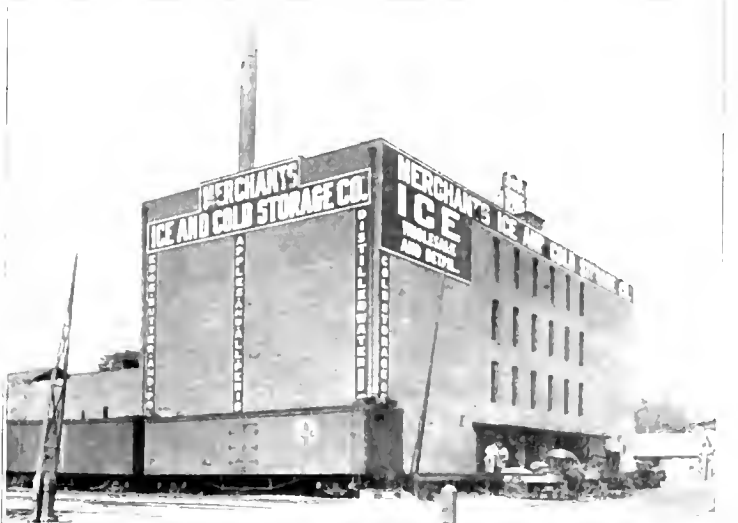
Brady Building.



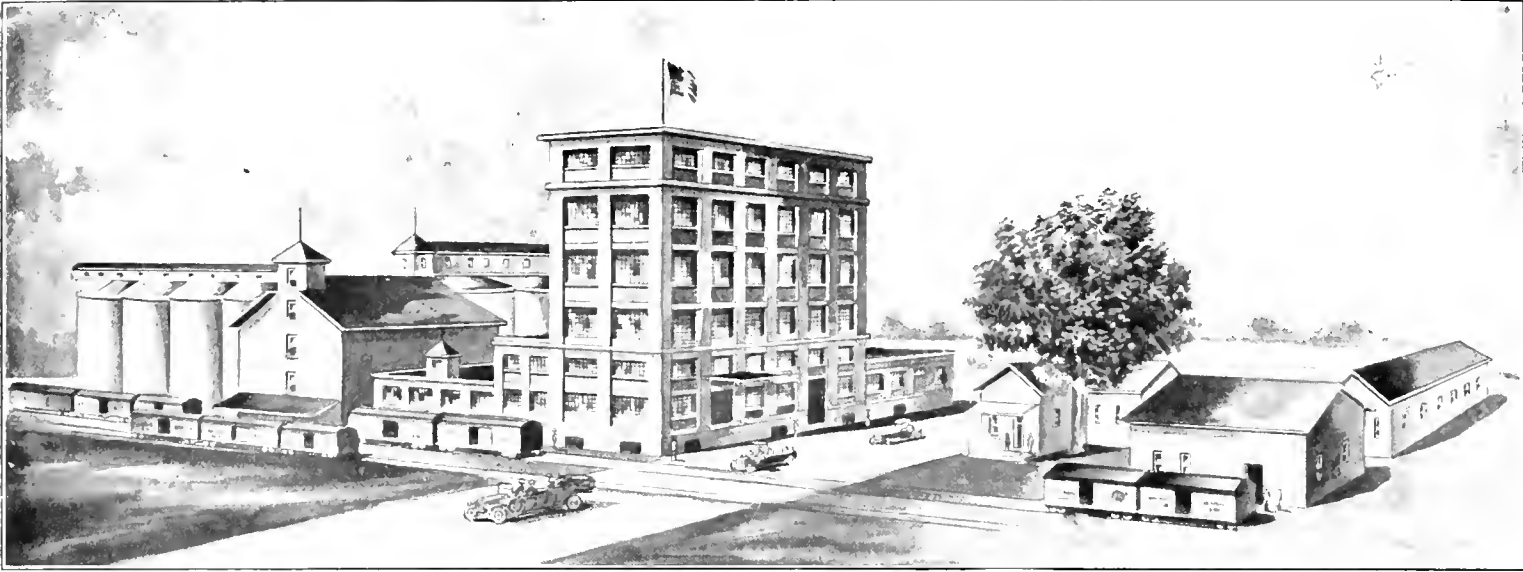
Bedell Building.



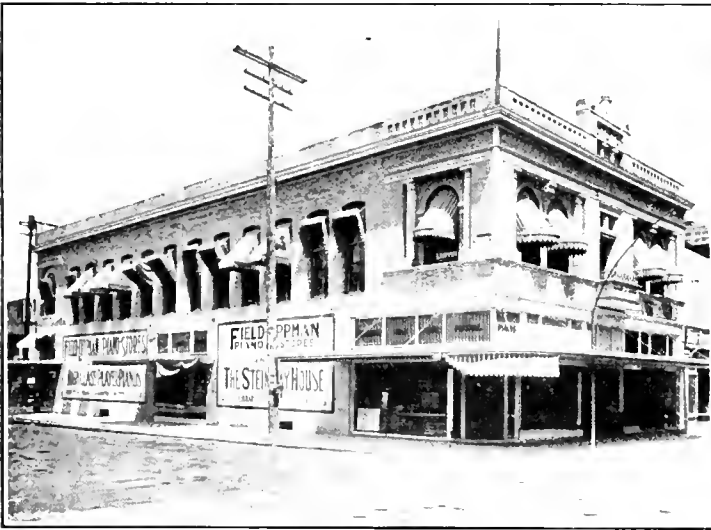
Dan S. Dunham, Diamond Cutters.



Merchants' Ice and Cold Storage Company.



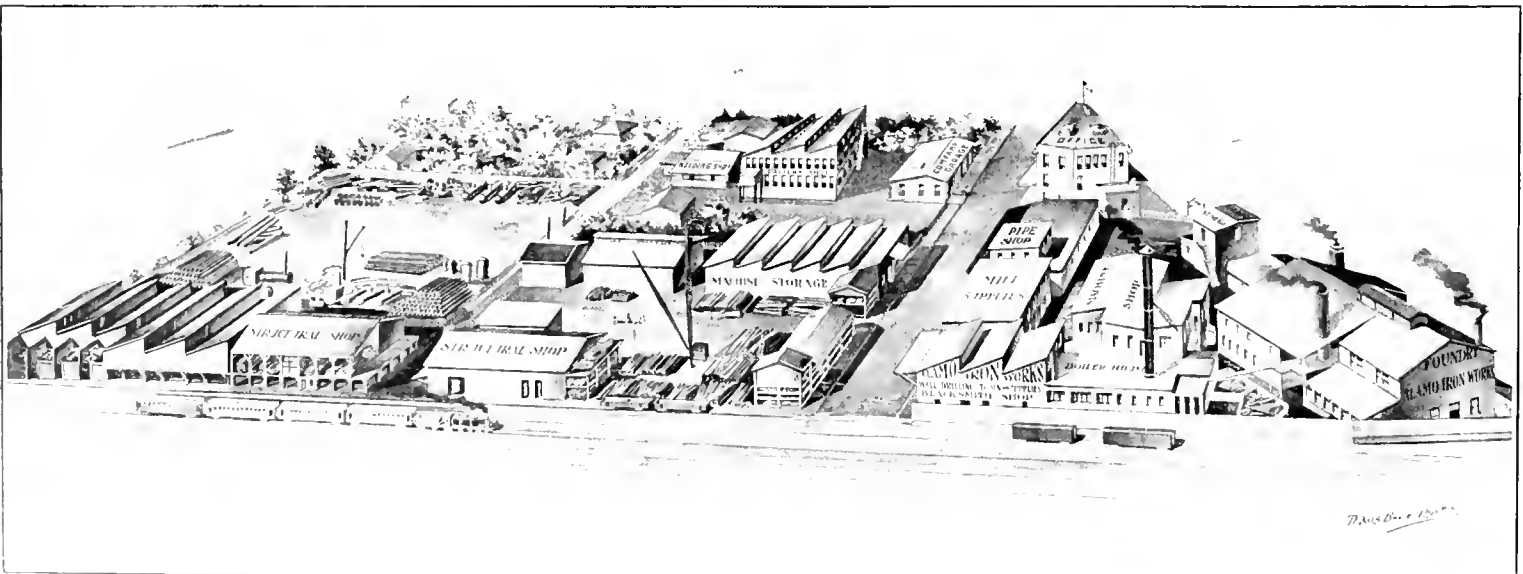
Liberty Mills.



Field Lippman Piano Store.



A. H. Shafer Plumbing Company's Display Room.



Alamo Iron Works.

COMMERCIAL AND INDUSTRIAL



Empire Motor Sales Company.



Buick Automobile Company.



Fritz Reuter's Machine Shop.



Beatty's Garage.



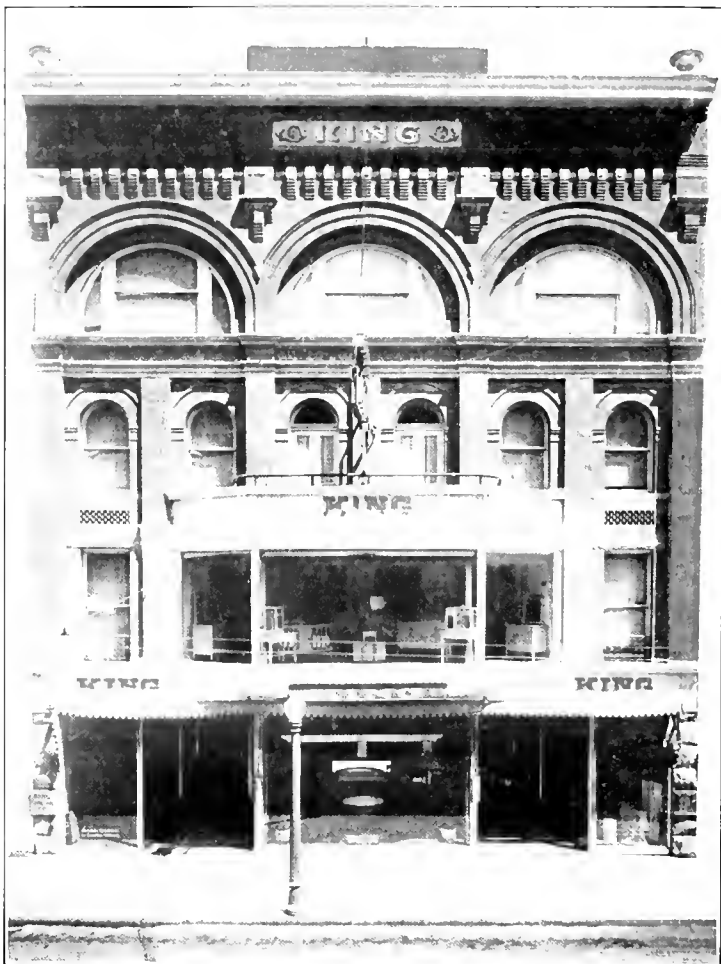
Connelly's Electric Works.



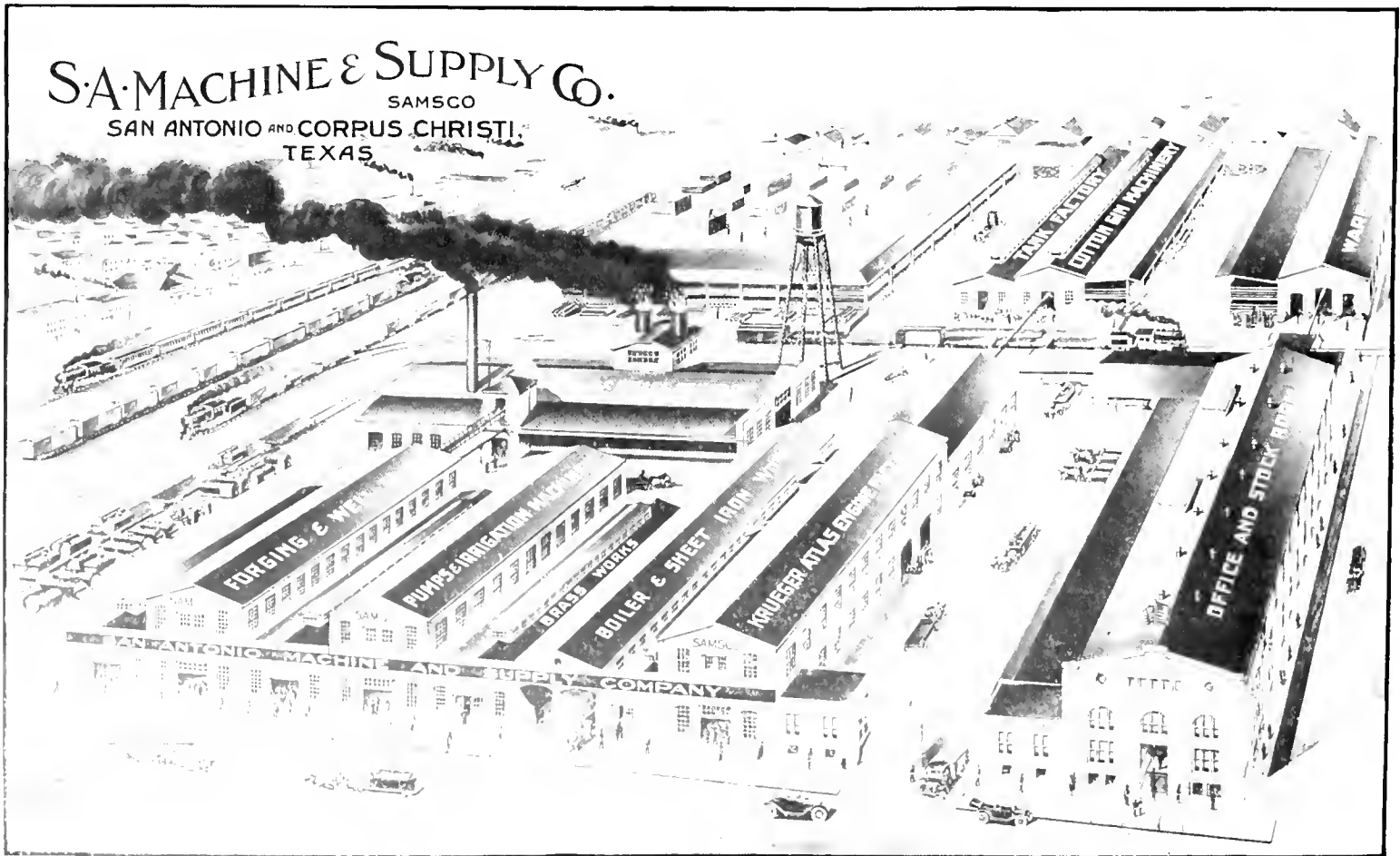
Muller Tire and Rubber Company.



Gunter Building.

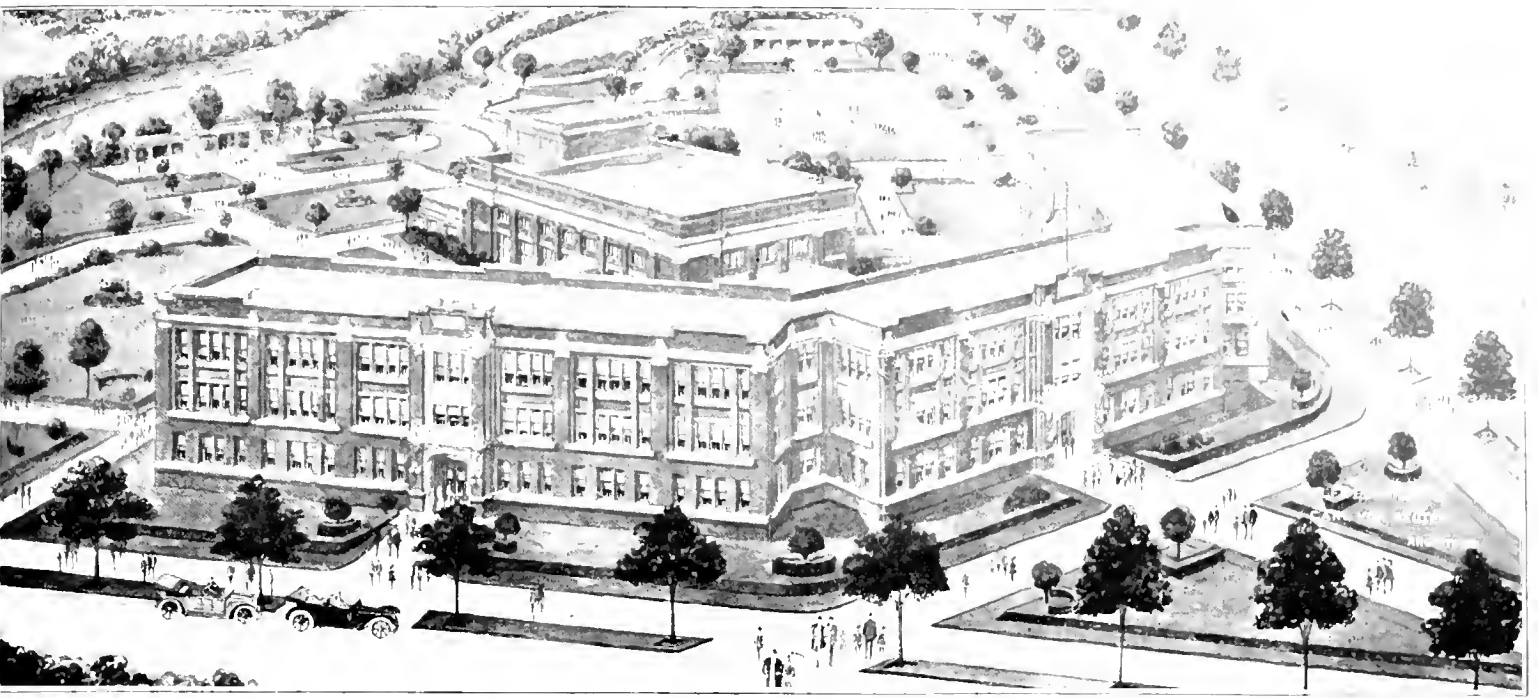


King Furniture Company.



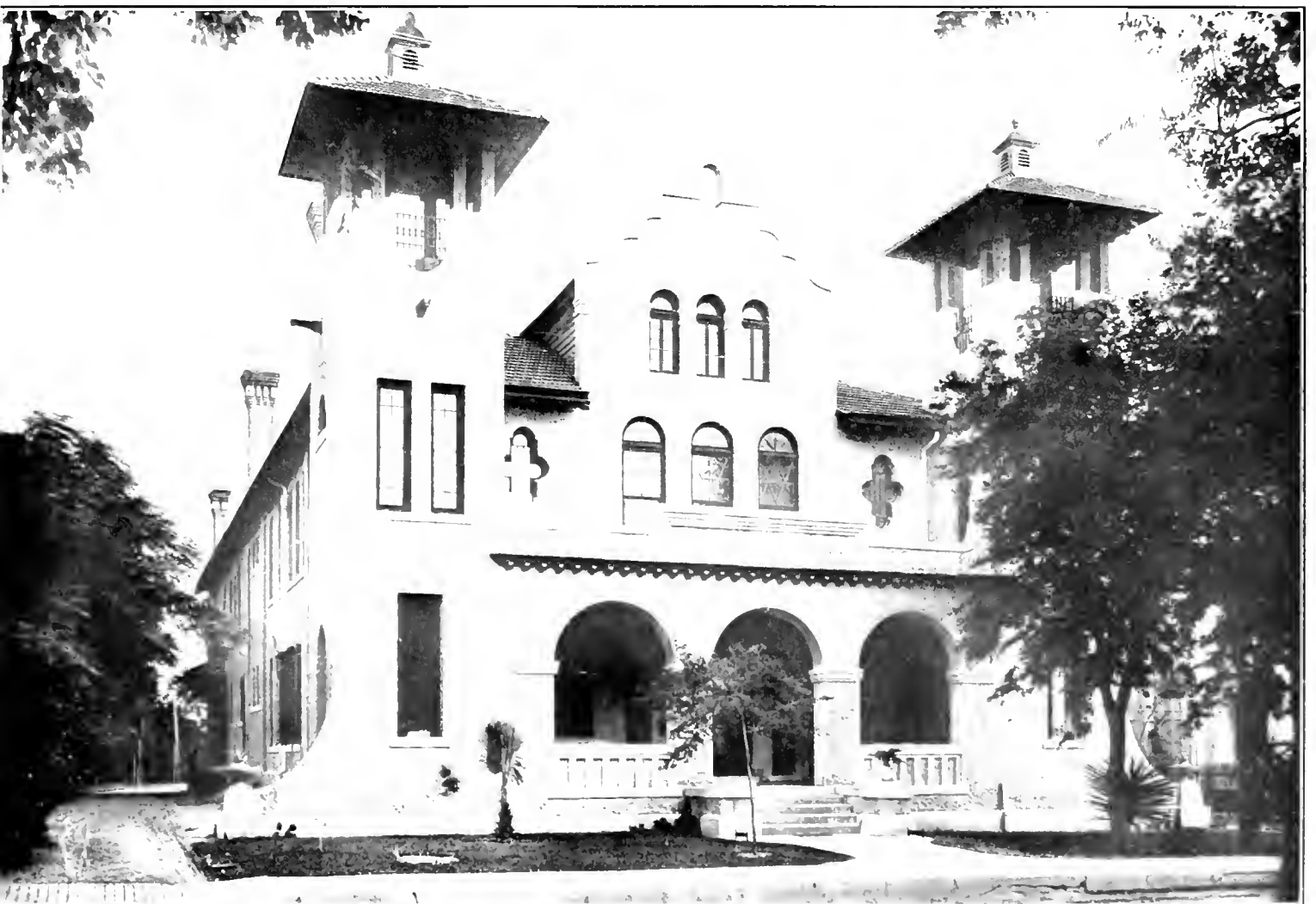
San Antonio Machine & Supply Co.

SCHOOLS OF SAN ANTONIO



New Brackenridge High School on Roosevelt Avenue.

Wright & Sanders, Contractors.



Bon Avon School

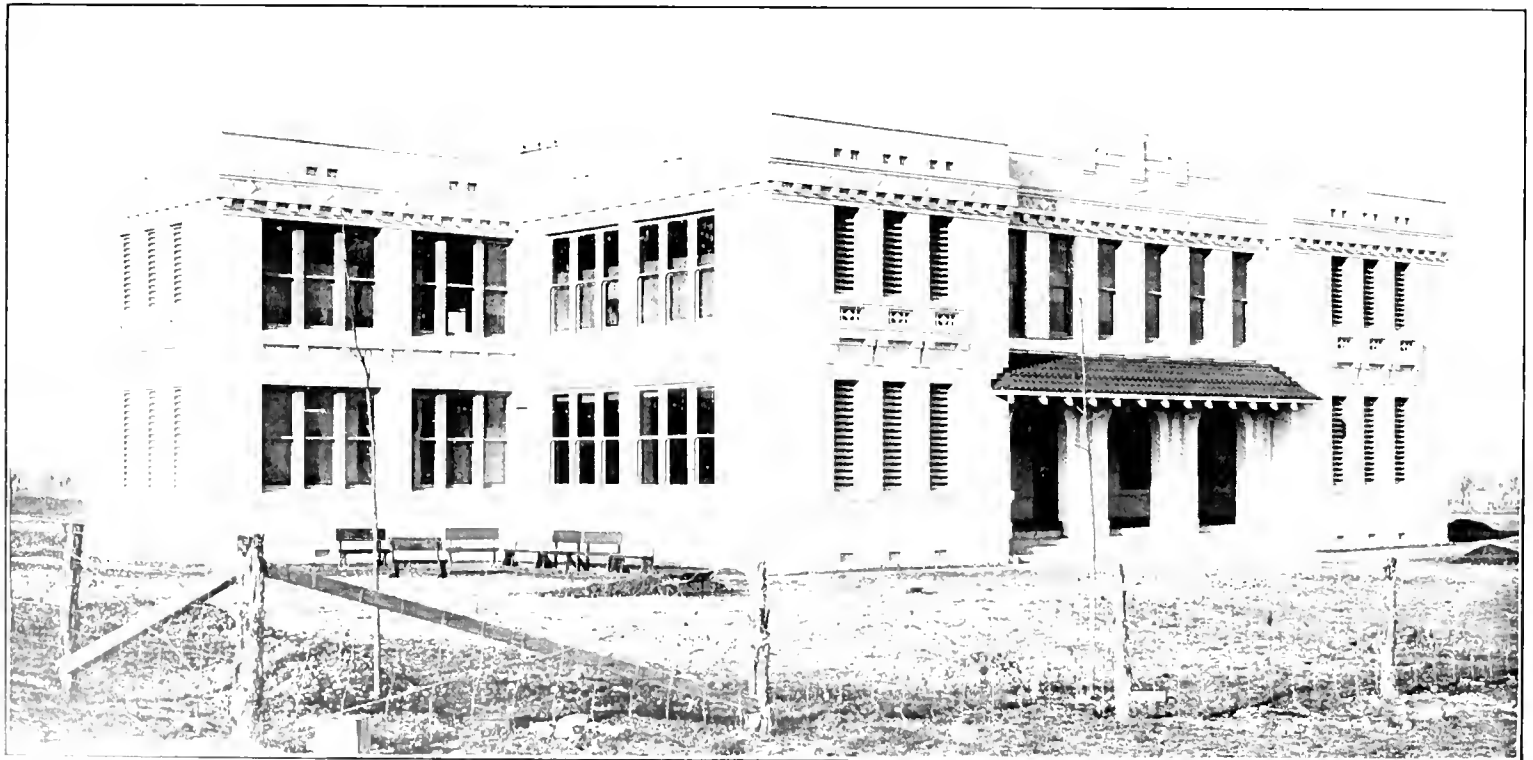
San Antonio Has Thirty-five Public Schools, Valued at \$2,000,000, and a Scholastic Population of 31,725. There Are Also Many Private Schools, Representing an Investment of \$2,000,000.

W. A. H. C. A. 1918.



Draughon's Business College.

The Scholastic Population of San Antonio Is 31,733



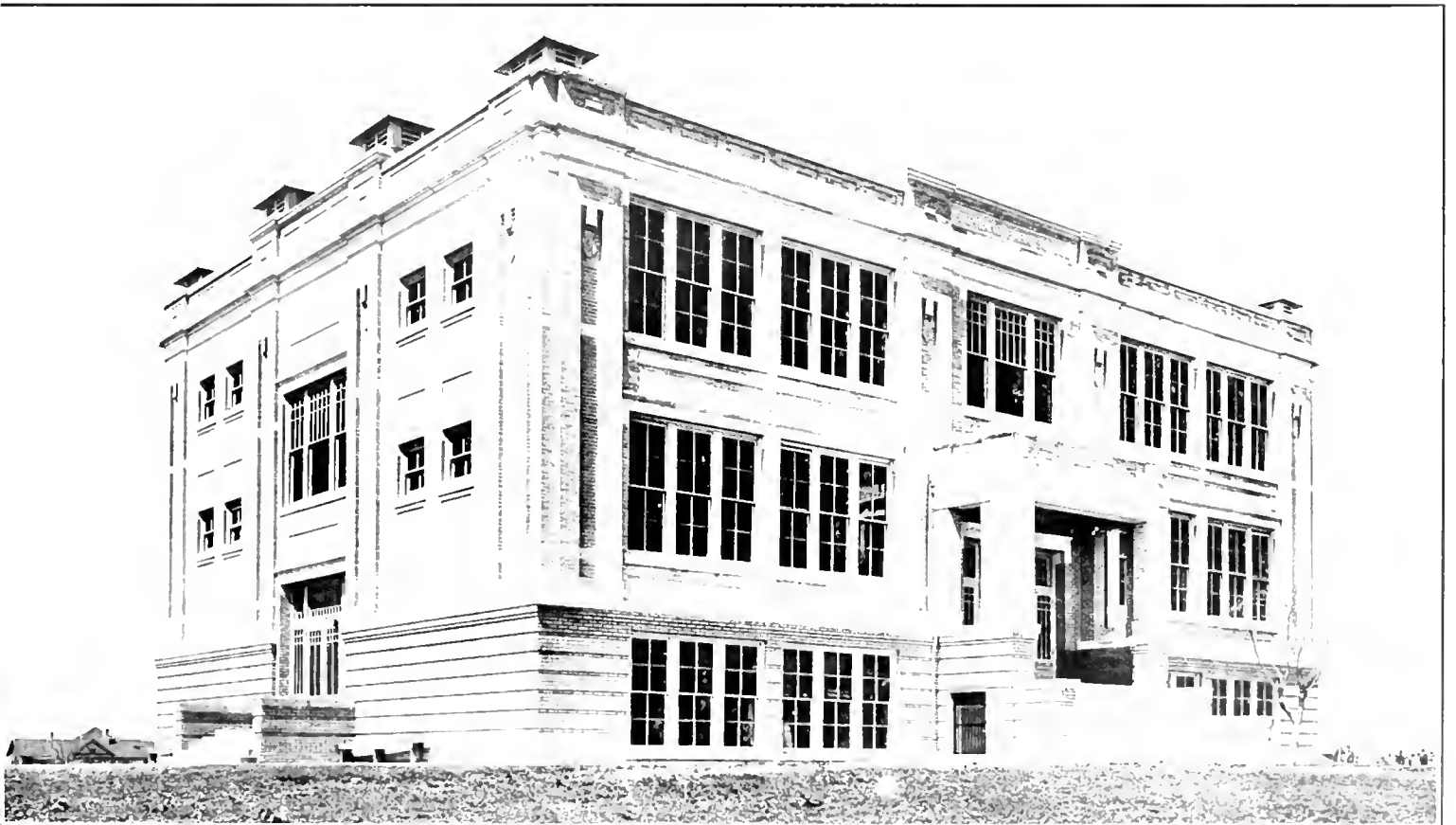
Los Angeles Heights School.

SCHOOLS OF SAN ANTONIO



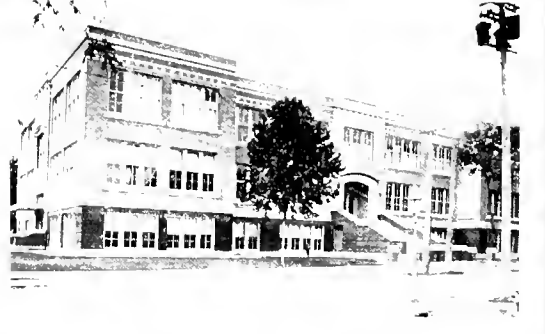
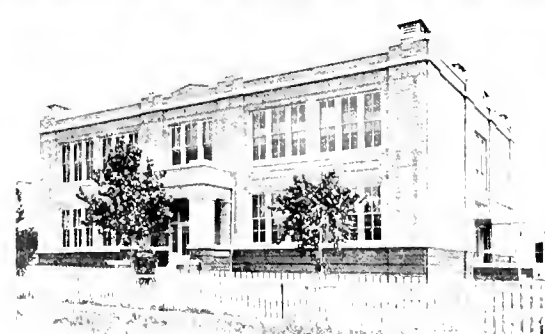
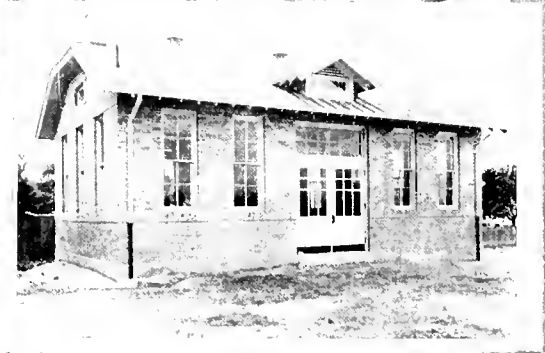
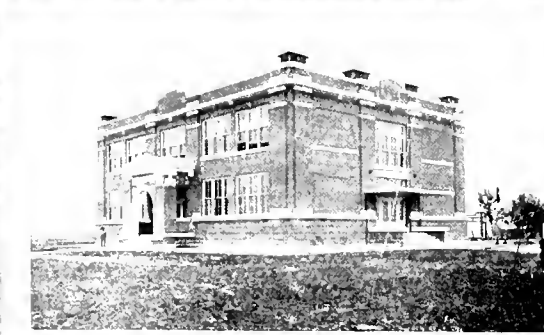
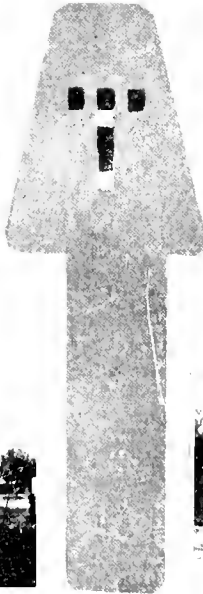
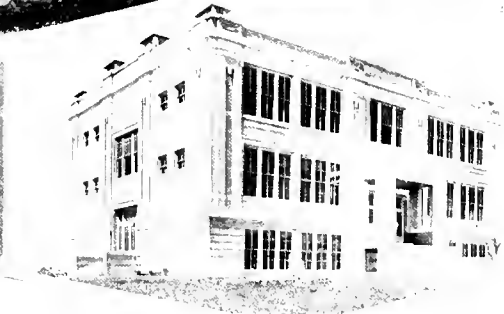
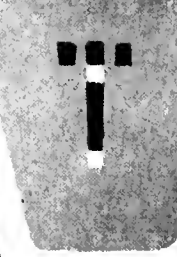
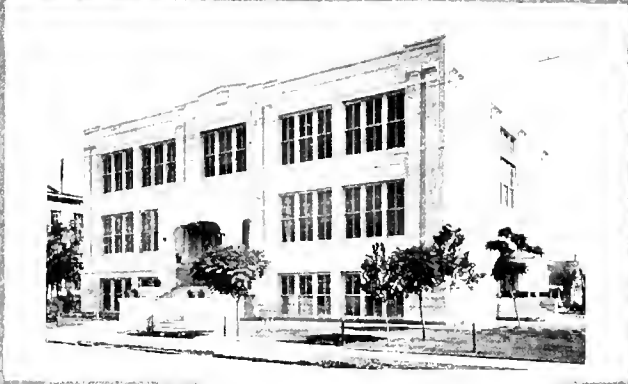
Lamar Street School.

Adams & Adams, Architects.



Highland Park School.

SCHOOLS OF SAN ANTONIO



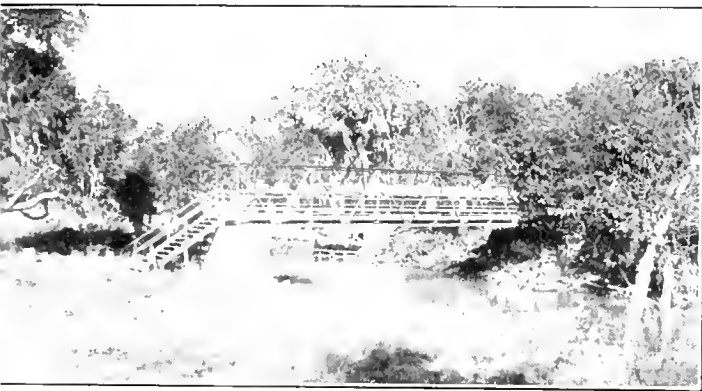
Typical Ward Schools of San Antonio.

Leo W. J. Diehlman, Architect.

SCHOOLS OF SAN ANTONIO



College and Academy of the Incarnate Word, One of the Most Beautiful Schools for Girls in San Antonio.



A Summer Day Pleasure.



Tennis.



St. Anthony's Falls—College Grounds.



Students Going for a Car Ride.



Seniors Returning from "Grotto of Lourdes"—College Grounds.



Boating in the San Antonio River, Which Runs Through the College Grounds.



Elks' Club.

A CITY OF SENTIMENT

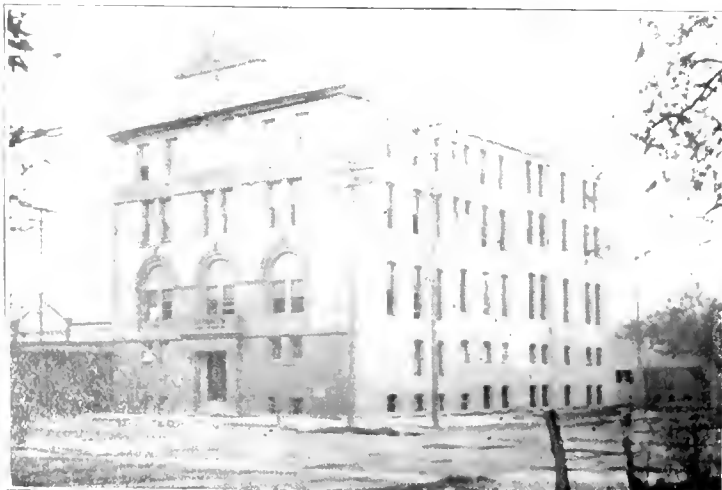
It is a city of sentiment, of material development, of wealth, of industrial accomplishment. It possesses every feature and concomitant of a strenuous and up-to-date civilization, as manifested by its wonderful natural advantages and commercial development. Its parks, roadways, streets, buildings, climate, environments and above all, its citizenship, conspire to create an entity that is alluring in the extreme, and which offers every advantage to the individual seeking the pleasures of a handsome resort city or the opportunity of becoming profitably identified with its business life and a part of the one hundred and forty-five thousand souls who now live within its rapidly extending confines.

UNDER SIX FLAGS

San Antonio has witnessed the winds flaunt the flags of six governments to the heavens—the insignia of Spain, the Lily of France, the Serpent of Mexico, the Star of Texas, the bars of the Confederacy, and the Stars and Stripes of a united country. History, tradition, love and veneration, have each contributed to the development of San Antonio, which today, while no less inspired by a wonderful record, throws open its doors and invites the world to lift the latch string and partake of its always generous hospitality and welcome, and that within a metropolis which typifies enterprise, energy, progress and man's attainment.



Apartments.

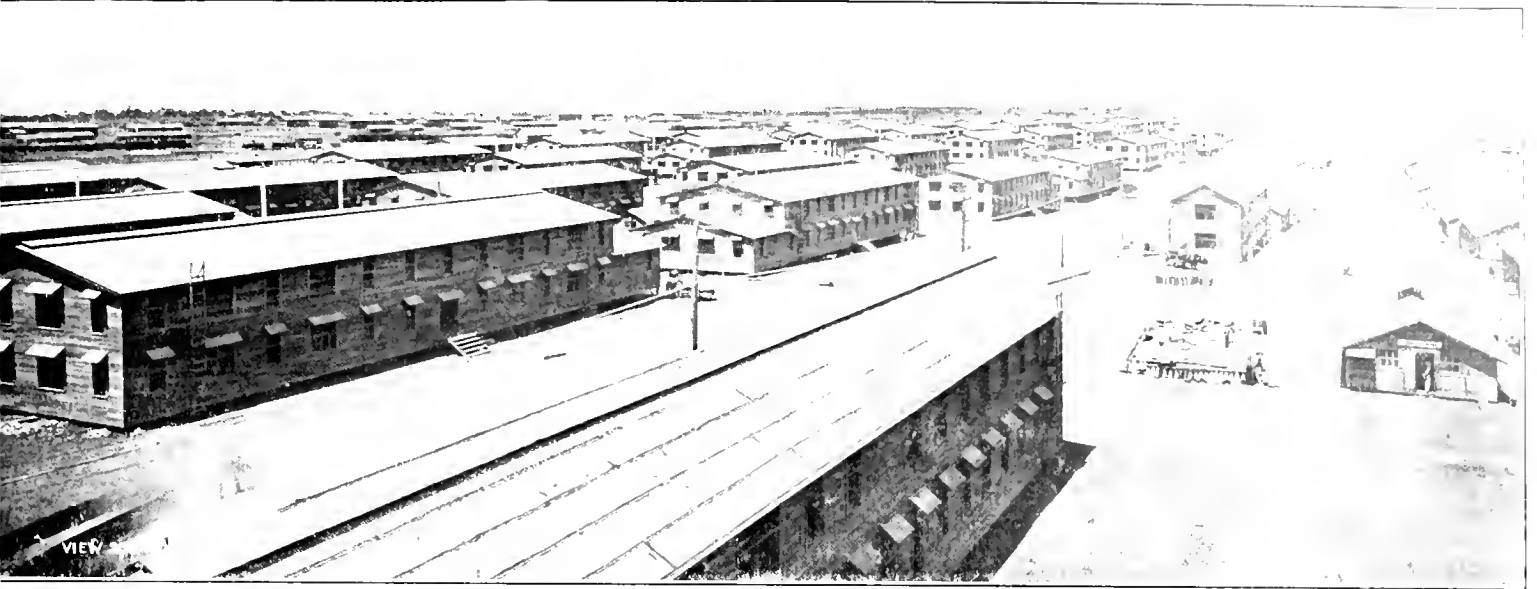


Y. M. C. A. Building.



Harmony Club.

FORT SAM HOUSTON



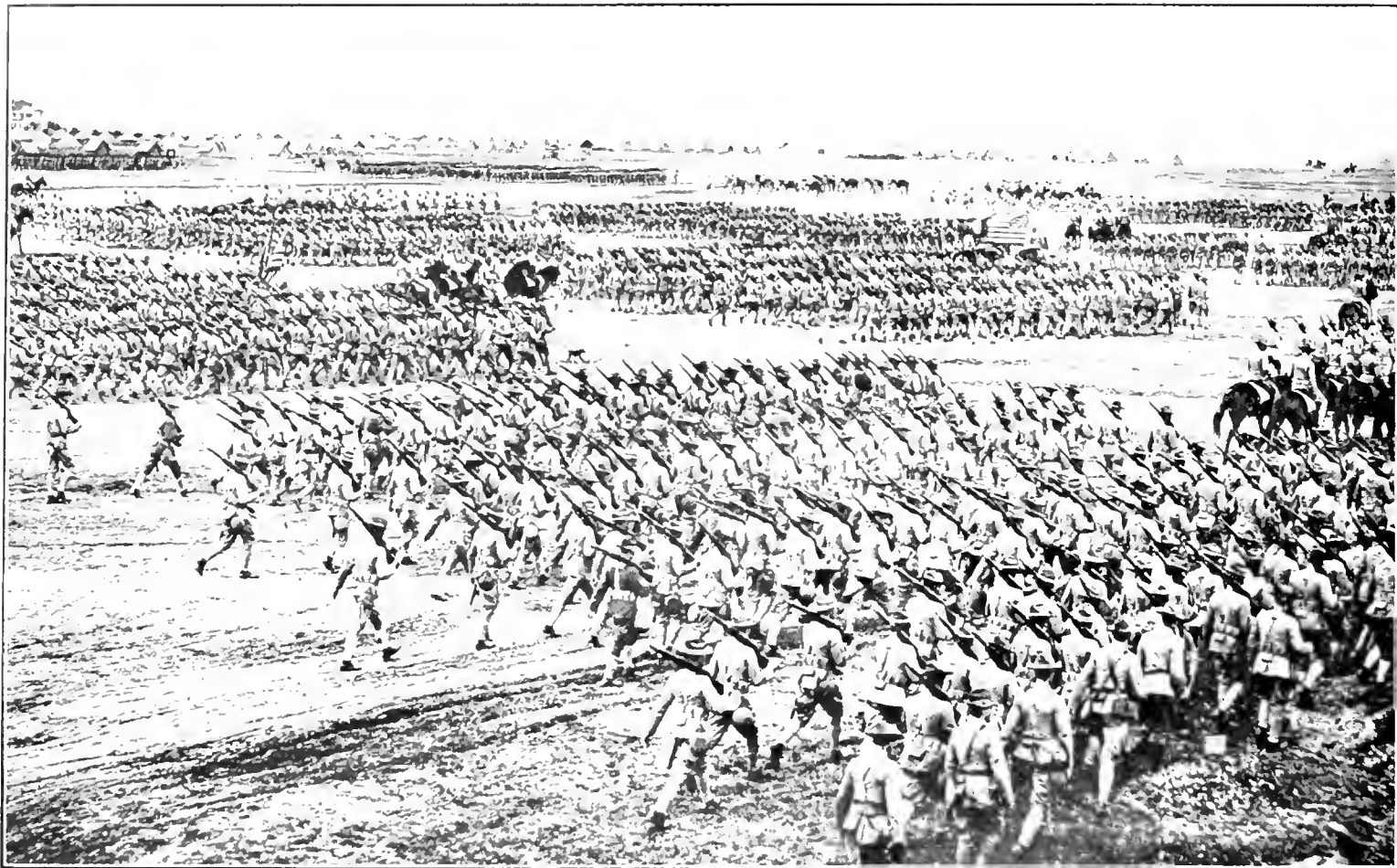
Camp Travis.



Regimental Parade.



U. S. Barracks.



Division Maneuvers at Fort Sam Houston.

Tabloid History of San Antonio

San Antonio was first settled in 1689 by the Spaniards, under a charter issued by Ferdinand III of Spain, which named the town San Fernando. In those early days it was the frontier post of civilization and the struggle between the two civilizations ebbed and flowed with the white man pushing the savage back farther and farther into the wilderness. In 1776 the French, under St. Denis and Laharpe, attacked the city, but were defeated by the Spaniards. Early in the nineteenth century Americans in great numbers came to Texas and into San Antonio, which was even then known as a great health resort. In the fullness of time rebellion against Mexican rule grew into armed revolt, and the Americans assumed power in San Antonio after the battle of Concepcion, in which they were victorious, October 28, 1835. When the Texans marched out to defend other parts of Texas the Mexicans once more gained control of the city, but in the battle of December 5, 1835, in which Ben Milam was killed, San Antonio was taken by the Texans. Then followed the defense of the Alamo, which ranks with the defense of Marathon and the charge of the Light Brigade at Balaklava.

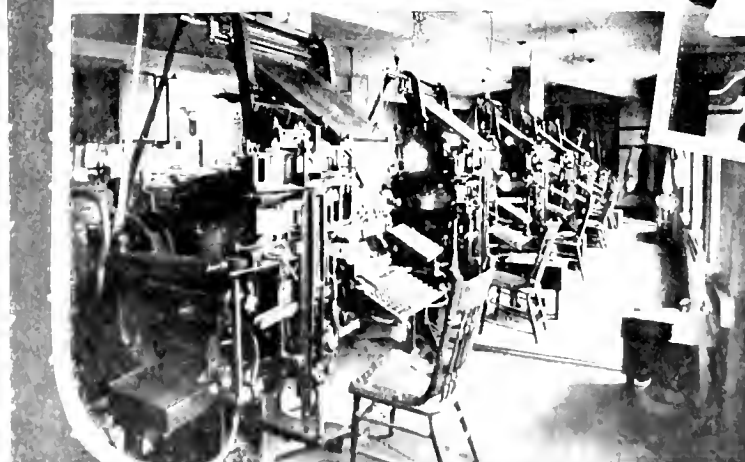
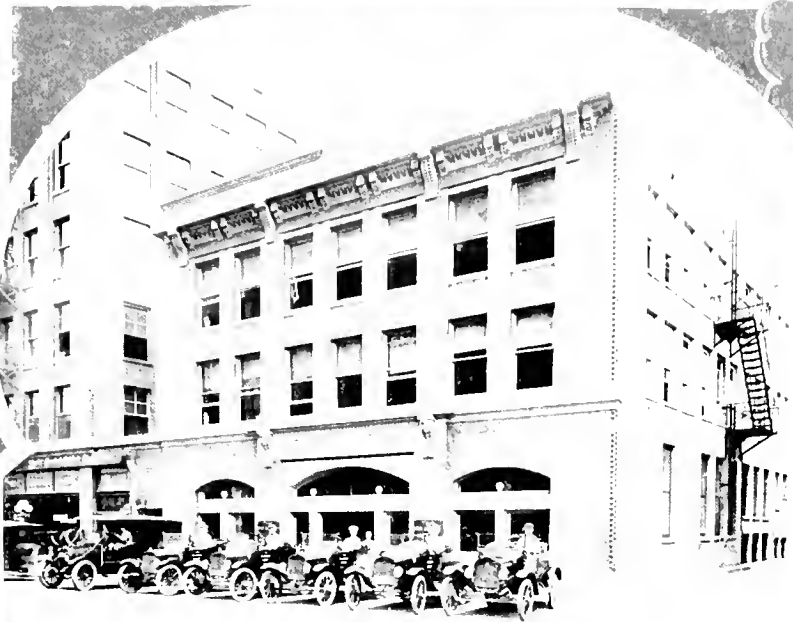
This heroic sacrifice was not in vain. When the news of it spread through Texas, men rushed to arms to avenge the death of their countrymen. How General Santa Anna marched from San Antonio to the battlefield of San Jacinto, where on April 21, 1836, he was utterly overwhelmed by General Sam Houston and the Texans, is a matter of general history. Thus San Antonio became the cradle of Texas Liberty, and the sacred Alamo the shrine of heroism that will be revered as long as patriotism and courage and manhood have any worth in the world.

In view of her many attractions, is it any wonder that Americans, quick to see and to seize opportunities, are pouring into San Antonio, with capital, energy, enthusiasm and skill? The magnificent developments of the past few years, and the wonderful increase of tourists into San Antonio since the construction of her palatial Hotels, have earned for her the name, "Old-New Pearl of the Continent."

San Antonio has witnessed the winds flaunt the flags of six governments to the heavens—the insignia of Spain, the Lily of France, the Serpent of Mexico, the Star of Texas, the bars of the Confederacy, and the Stars and stripes of a united country. History, tradition, love and veneration, have each contributed to the development of San Antonio, which today, while no less inspired by a wonderful record, throws open its doors and invites the world to lift the latch string and partake of its always generous hospitality and welcome.

E. A. LUCK, Directory of Publicity,
HIGHER PUBLICITY LEAGUE OF TEXAS.

THE PRESS OF SAN ANTONIO



BATTERY OF LINTYPES

CITY EDITOR AND TELEGRAPH ROOM

THE SAN ANTONIO LIGHT BUILDING

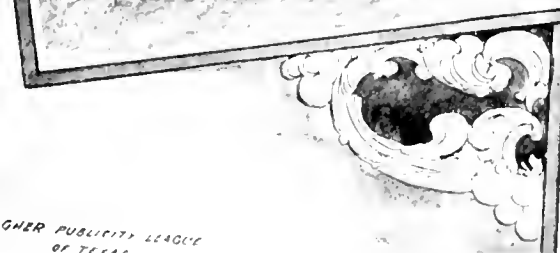
ANOTHER VIEW OF ADVERTISING DEPARTMENT

GENERAL VIEW OF BUSINESS OFFICE

A San Antonio Newspaper Plant.



LABOR DAY BICYCLE RACES GIVEN BY FISK COMPANY OF TEXAS

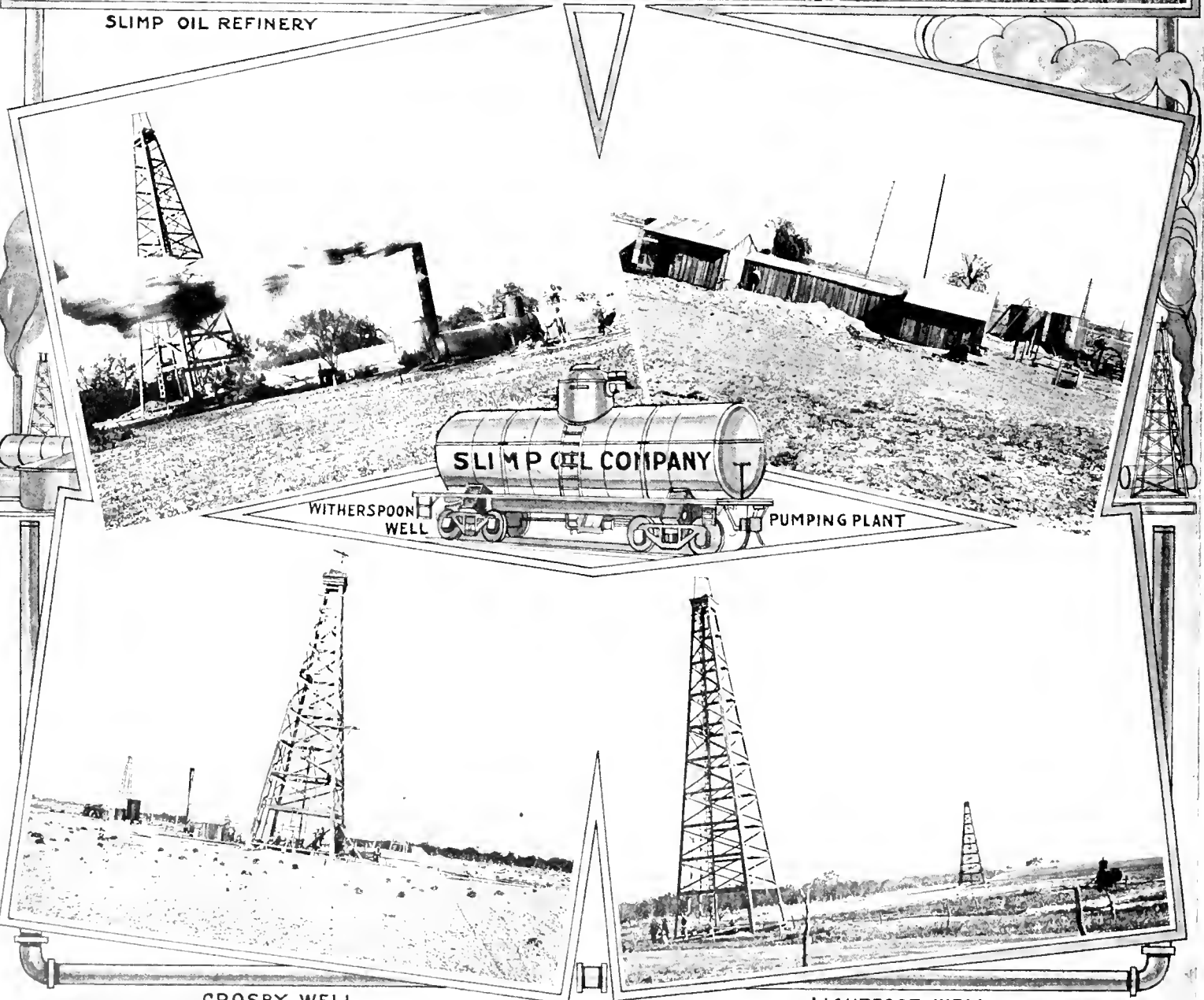


OWNER PUBLISHER LEAGUE
OF TEXAS

These Labor Day Races Are Given in Brackenridge Park Each Year



SLIMP OIL REFINERY



CROSBY WELL

LIGHTFOOT WELL

HIGHER PUBLICITY LEAGUE
OF TEXAS

There Are Now Thirty-six Wells Producing in the Sommerset Oil Field, Twenty Miles South of San Antonio, and Drilling Goes on Steadily.



UNDERGROUND VAULT - ORIGINAL DESIGN - 12 CRYPTS - ERECTED IN MISSION BURIAL PARK, SAN ANTONIO —



EXECUTED IN TEXAS GRANITE
ERECTED AT HUNTSVILLE



IN SAN ANTONIO



MISSION BURIAL PARK



A BEAUTIFUL CELTIC DESIGN
IN MISSION BURIAL PARK



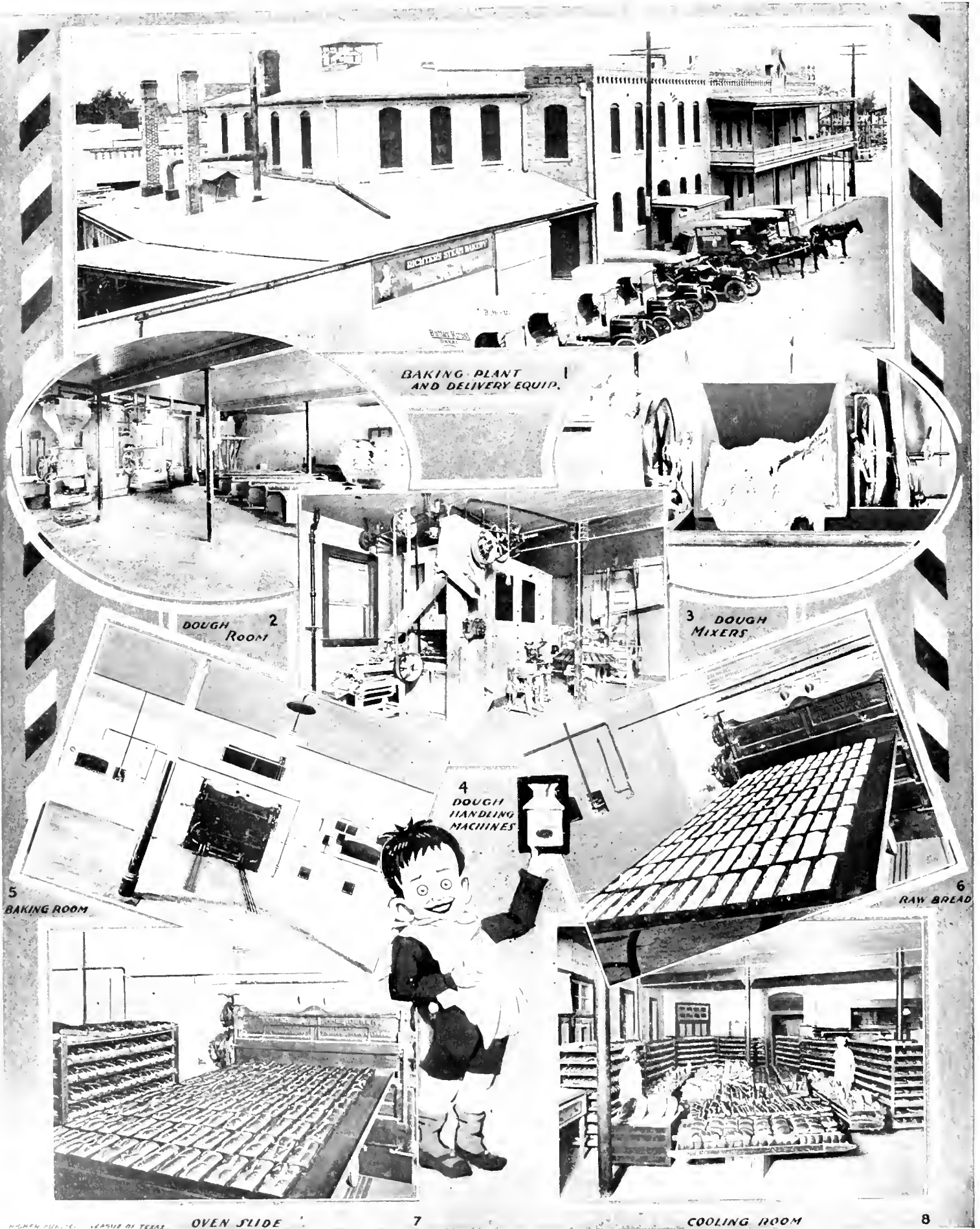
"TEXAS HEROES MEMORIAL"
IN GONZALES



A PRETENTIOUS ARTISTIC MEMORIAL
IN SAN ANTONIO

One of the Largest Marble Works in the South

Courtesy, F. C. Moore Works.



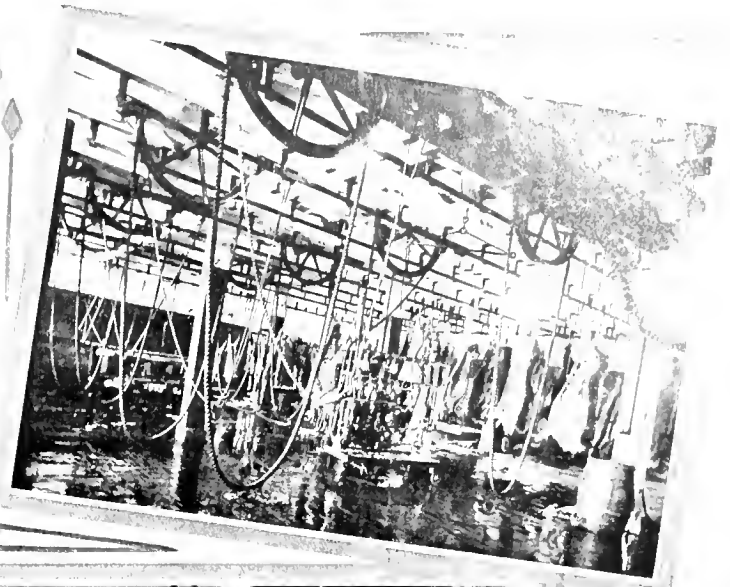
Evolution of Butter Crust Bread.

Courtesy Richter's Steam Bakery.

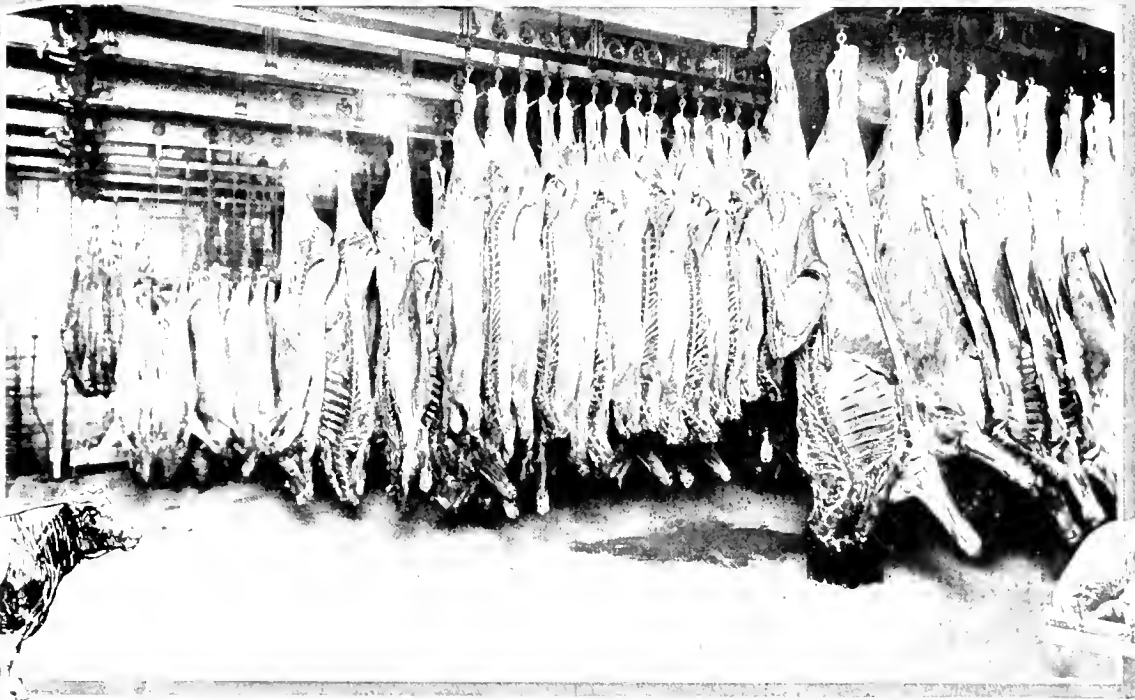
MADE IN SAN ANTONIO GOODS



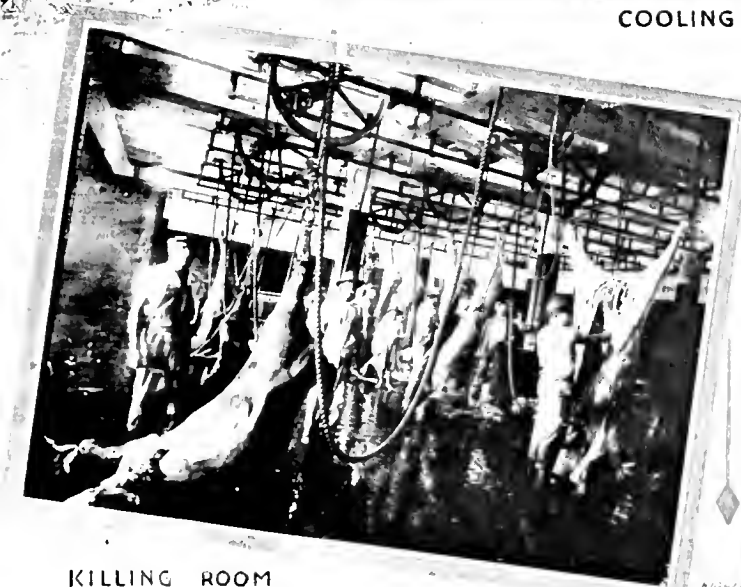
PACKING HOUSE
& OFFICE



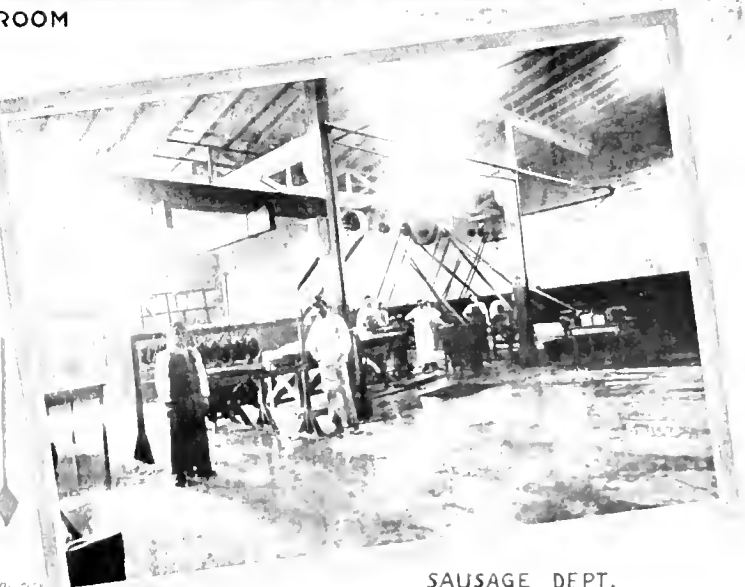
KILLING
FLOOR



COOLING ROOM



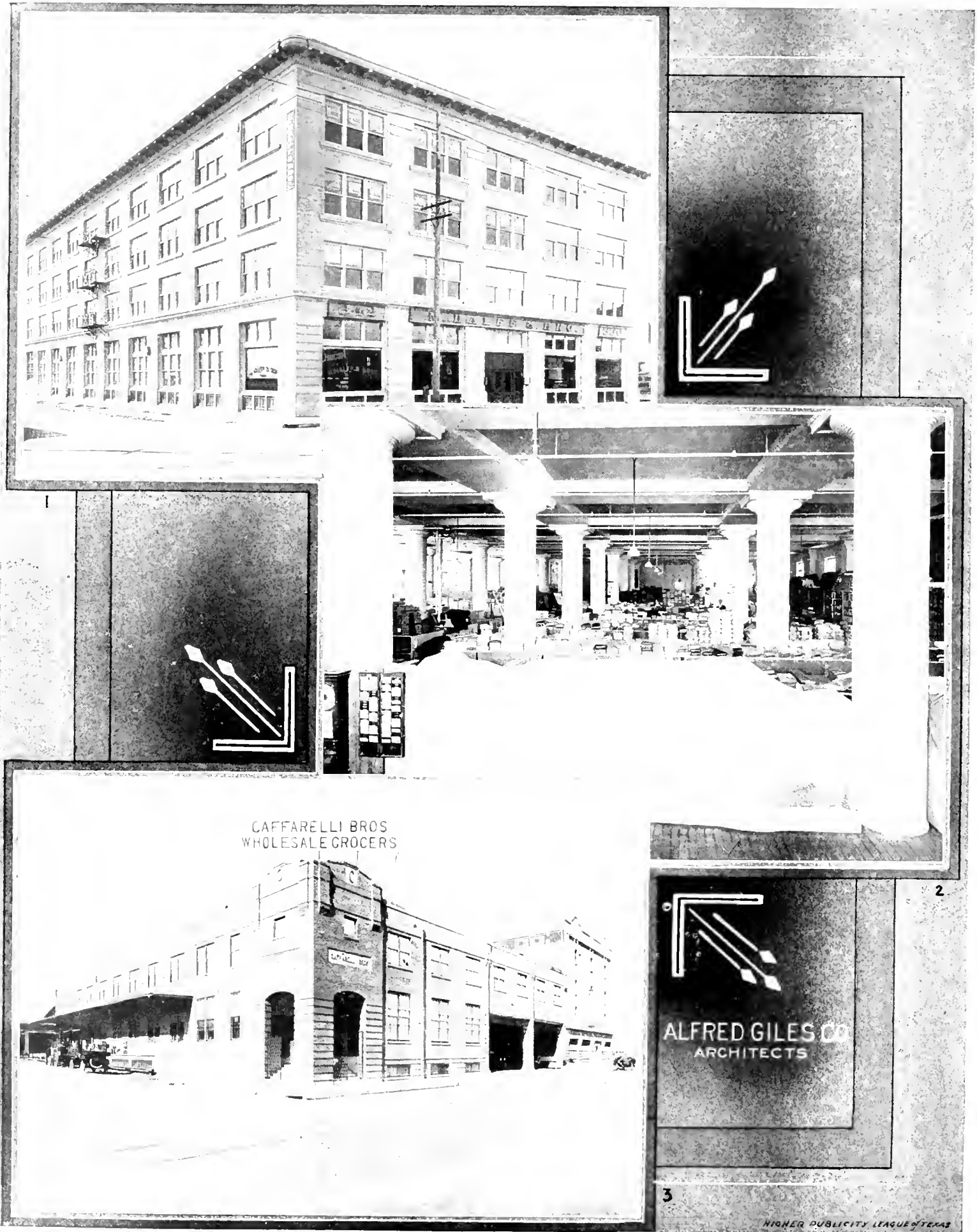
KILLING ROOM



SAUSAGE DEPT.

HIGHER PUBLIC
LEAGUE OF MAAS

San Antonio's Packing Company, Brazos and Tampico Streets.



CAFFARELLI BROS
WHOLESALE GROCERS

ALFRED GILES CO
ARCHITECTS

3

HIGHER PUBLICITY LEAGUE OF TEXAS

The Wholesale Trade of San Antonio Amounts to One Hundred Million Dollars Annually.

Top and Center: M. Halff & Bro., Wholesale Dry Goods House; bottom, Caffarelli Bros. Wholesale Grocery House.

Proclamation

TO THANK BUSINESS MEN at a distance for their patronage during the past and to show them the resources and facilities that we hold in readiness to supply their present and future needs, is our purpose in this proclamation.

THEREFORE, we desire to proclaim through these pages that no city in America is more advantageously located than San Antonio and her commanding position in the distributing and financial world makes her the logical city to head Texas commerce. Her transportation facilities are good. Her manufactured products are sold throughout a large trade territory. Her wholesale houses are covering more territory than ever before. Her banking houses are sound, liberal and reliable. Her real estate men are active. She is a great convention city and her hotels rank among America's finest. Her retail stores are heavily stocked with every ware from everywhere.

Now these things being true, we, the business men of the city, believe this an opportune time to proclaim to the world the advantages that San Antonio offers, and in evidence of our belief and purpose we herewith affix our signatures.

Live Wire Directory

A
 Abbey, Elmer, 914 State Nat. Bank, Life Insurance, Great Southern Life Ins.
 Abbott, William L., 205 Garden St., Proprietor Hotel Hutchins.
 Active Auto Livery, Cr. 999, Tr. 999, Auto Livery.
 Adams & Adams, 517-18 Gibbs Bldg., Architects.
 Aguilera, F. V., 406 S. Alamo St., Tailor and Cleaning.
 Alamo Auto Supply Co., Travis, between Avenue C and D.
 Alamo Camera Co., 333 Alamo Plaza, Kodaks, Films, Developing.
 Alamo City Com'l Business College, 305-11 E. Houston St.
 Alamo Iron Works, Santa Clara and Montana Sts., Machinery and Supplies.
 Alamo Jewelry Co., 314 Alamo Plaza, Jewelry.
 Alamo Refrigerator Mfg. Co., 227 33 Lamar St.
 Alhardyee Brokerage Co., 210 Alamo Bank Bldg., Mdse. Brokers.
 Allen, Noah, State Bank Bldg., Attorney-at-Law.
 Allenworth-Carnahan Co., 117-19 Military Plaza, Wholesale House Furnishing Goods.
 Alexander's Billiard Parlor, 218 Losoya St., Norman W. Lawhorn, Manager.
 Altgelt, E. J., 328 Bedell Bldg., Lands.
 American Shoe & Hat Co., 233 West Commerce St., Wholesale Jobbers, Boots, Shoes and Hats.
 American Stationery Co., 117-19 Soledad St., Printing and Manufacturing Stationers.
 Anderson, Paul, 117 Avenue C, Texas Blue Print and Supply Co.
 Aniol, Claude B., 311 Calcasieu Bldg., Advertising.
 Austin Co., Chas. S., 717 State Bank Bldg., Real Estate and Loans.
 Army Bank of Fort Sam Houston, E. A. Kelly.
 Arnold, C. H., Moore Bldg., Lands and Ranches.
 Arthur Hotel, 118 Avenue D, G. Urquhart, Prop.
 Associated Court Reporters, 405-409 Prudential Bldg., Court Reporters and Notaries.
 Aubrey, H. M., 515-17 Alamo Nat. Bank Bldg., Lawyer.
 Automobile Tire Co., 202 Avenue C, H. H. Armor, Mgr. Automobile Tires.
 Automobile Underwriters of America, Commerce and So. Presa, Van C. Webster, Mgr.
 Avery, B. F. & Sons, Plow Co., 114-16-18 Dolorosa St., Farm Machinery, Wagons.
 Ayers, Atlee B., 626 Bedell Bldg., Architect.
 Ayres, Atlee B., 627 Bedell Bldg., Architect.

B
 Bailey, Cole Y., Gunter Hotel, Tailors, Hatters, and Furnishers.
 Barnes, H. W. B., 318 E. Commerce, San Antonio College of Music.
 Barry & Son, St. Anthony Hotel, Southern Motor Mfg. Association, Limited.
 Basse, C. R., 307 Alamo Plaza, Basse Cafe.
 Basse Hardware Co., William, 125 127 Military Plaza, Hardware.
 Beatty, Frank E., 231-33 South Flores St., Beatty Garage.
 Behles, Ernest P., 525 Hicks Bldg., Architects.
 Beitel Lumber Co., 700 to 800 El Paso St., Albert Beitel and Roy Bell Jewelry Co., The, 227 W. Commerce St., Jewelry.
 Benson, H. J. Central Trust Bldg., owner Harlandale Addition.
 Bernheim & Co., B., 111 115 Military Plaza, Wholesale Hats, Gloves and Shirts, Importers Mexican Palm Hats.

Beyer, A. E., 310 W. Commerce St., Typewriters.
 Bexar Hotel, Cor. Houston & Jefferson St., Alfred Sanner, Prop.
 Bickenbach, F. P., 511 Sixth St., Mgr. San Antonio Sales & Development Co.
 Bingham & Clark, 209 Owl Bldg., Crockett and Losoya Sts., Real Estate and Loans.
 Birdsong & Potchernick, 124-126 Avenue D, Franklin Air Cooled Cars and Auto Supplies.
 Bishop, A. B., 609 State National Bank Bldg., Salesman Burroughs Adding Machine Co.
 Bishop, F. Z., Gunter Bldg., Farm Lands.
 Bishop, W. P. 1912 E. Houston St., Chief Fire Dept.
 Blackshear & Co., L. D., 814 State Bank Bldg., Fire Insurance.
 Bollons, John, Realty Co., 304 S. Alamo St., Real Estate.
 Boston Shoe Store, 301 Alamo Plaza, Cr. 1843.
 Bowie Hotel, 726 E. Houston St., N. B. Travis, Prop.
 Brady, Thos. F., Brady Bldg., Mgr. Brady Bldg.
 Breeden Runge Co., Cor. Lakeview Ave. and I. & G. N., Wholesale Grocer.
 Brown, Dr. A. J., 701 Drexel Ave., Osteopathic Physician.
 Browne, N. H., 617 Sutte Bank & Trust Bldg., Stockman.
 Beitel, Props.
 Buford, Edward P., Commerce and St. Mary's Sts., Mgr. Field, Lippman Piano Store.
 Buford, J. W., Commerce and St. Mary's Sts., Asst. Mgr. Field, Lippman Piano Store.
 Bonn Avon School, 126 Oakland St., Boarding and Day School for Girls.
 Burnett Co., Inc., R. L., 815-17 E. Commerce St., Paper Box Mfr., Wholesale Paper Dealer.

C

Caffarelli Bros., Medina and Travis Sts., Wholesale Grocers.
 Callahan, R. G., Brady Bldg., Farm Lands Specialist.
 Cameron Auto Top Co., 447 Main Ave., Auto Tops Mfrs.
 Campbell, Roy, Calcasieu Bldg., Texas Produce Shipper.
 Cameron, Ralph H., 405 State Bank Bldg., Architect.
 Campbell, T. W., 102 Central Office Bldg., Real Estate and Loans.
 Central Auto Livery, 736 E. Houston St., Sidney Harle, Mgr.
 Capps, James R., Household Furniture Co., 214 W. Commerce St.
 Cardenas Rivero Investment Co., 503 Brady Bldg., Com. Brokers, Mexico Lands, Cotton Seed Ck.
 Carl Auto Supply Co., 514 Main Ave., Auto Supplies.
 Carlisle Realty Co., 311 12 Central Office Bldg., Real Estate and Loans.
 Carolina Tea Room, The, 214 Jefferson St., The Most Attractive Place in San Antonio.
 Catholic Woman's Assn., 318 E. Commerce St., Mrs. H. B. Rice, President.
 Chadwick & Harrison, 222 Bedell Bldg., Insurance.
 Chandler, E. B., Chandler Bldg., Mortgage and Loans.
 Chapra, F. A., 818 W. Commerce St., Druggist.
 Citizens Auto Co., 222 Travis St., Rio and Packard Autos, Garage, J. H. Tyler, Mgr.
 Cisneros, M., 221 223 St. Mary's St., Empire Mexican Restaurant.
 City National Bank, The, W. R. King, Cashier.

Clark, J. G., Lanier Hotel.
 Clarke & Busler, 212 E. Houston St., Office Bar Cafe.
 Claywell Oil Co., 101 W. Travis St., H. O. Claywell, President.
 Clem, J. L. Jr., Avenue C and 5th Sts., Studebaker and Diamond T.
 Clere, Jane H., 314 Third St., Apartment House.
 Clifton George Co., 720 E. Houston St., Fords.
 Clifton George Co., Alamo Heights Real Estate.
 Coca-Cola Bottling Co., L. W. Alexander, Pres., Bottlers Coca Cola and Soda Waters.
 Coleman & Co., 601-2 Brady Bldg., Gen. Agents Casualty Insurance.
 Coleman, T. A., Frost Bldg., Ranchman.
 Coleman & Jenkins, 210 3rd St., Gen. Contractor.
 College and Academy of the Incarnate Word, Alamo Heights.
 Collins Art Store, Losoya and Commerce Sts., Picture Framing.
 Colbmann, A., 416 Main Ave., Plumber.
 Converse, Ben. P., 234 Moore Bldg., Insurance.
 Commonwealth Bank & Trust Co., T. N. Smith, Cashier.
 Compton Co., J. H., 310 Brady Bldg., Real Estate.
 Cones, J. W., 101 W. Commerce St., Photographic Artist.
 Connelly, John D., 202 S. Presa St., Electric Works.
 Conness Realty Co., 332 W. Commerce St., Real Estate.
 Cowan, T. M., 331 Gunter Bldg., Res., 802 West Ave., City and Suburban Real Estate.
 Craig, C. E., 222 Central Office Bldg., Real Estate.
 Craig, Richard M., 203 Central Office Bldg., Patents.
 Crispi Mfg. Co., D. A., 124 Cameron St., Candy Mfrg.
 Creamery Dairy Co., Austin and 5th Sts., Creamery.
 Crockett Automobile Co., 109-11 W. Crockett St., Hudson Autos.
 Crockett Hotel, 301 E. Crockett St., Hotel.
 Crosby, C. J., 450 E. Commerce St., Real Estate Loans, Rentals, Lands, Dept., Industrial Bank and Trust Co.
 Crosby, H. D., 812 State Bank Bldg., Cr. 331, Bonds and Stocks.
 Culver, L. W., 120-22 Fannin St., Storage, Packing, Shipping and Moving.

D

Dalkowitz Bros. Co., Cor. N. Flores and Military Plaza.
 Dandee Feed & Milling Co., 825-7 Monterey St., J. H. & O. P. Searle, Props.
 Davis, Marcellus H., 218 Gibbs Bldg., Investments.
 DePuy & Ranney, 521 Hicks Bldg., Contractors and Engineers.
 Devine, J. P., Bedell Bldg., General Agent Union Central Life Ins. Co.
 Dewey Auto Livery, 122 Blum St., Auto Livery and Taxicabs.
 Delaware Punch Co., The, J. C. Riley, Pres., Mfrg. Delaware Punch.
 Deutschman, Selig, Central Office Bldg., Attorney.
 Dickerson & Co., H. E., 226 Losoya St., Real Estate.
 Dickey Drug Co., Main St., Druggists, So. San Antonio.
 Diekmann, J. C., 306 E. Commerce St., Contractor, Building Material.
 Dittmar Realty Co., B. F., 206 Central Office Bldg., Real Estate, and Loans.
 Divine, J. P., 404 Central Office Bldg., Union Central Life Insurance Co.
 Dixie Oil & Refining Co., Elliott Jones, Vice Pres.
 Dobbyn, Wm. R., 307 Alamo Plaza, phone Cr. 528, San Antonio Business University.
 Downie, James, 708 Gibbs Bldg., Dental Supplies.
 Doyle Decorating Co., The, 308 Main Ave., Wall Paper, Draping and Paint.
 Doyle, F. E., 608-11 State Bank and Trust Bldg., Sales Manager Beroughs Adding Machine Co.
 Doyle-Bridger Optical Co., 303 W. Commerce St., Opticians and Optometrists.
 Draughans Practical Business College, Alamo Plaza.
 Drought & Co., H. P., Bedell Bldg., Investment, Bankers, Real Estate Mortgages.
 Dress, Ed., 407 Guenther St., Capitalist.
 Duerler Mfg. Co., G. A., 224 W. Commerce St., Confectionery.
 Dunham, Don S., Crockett and Navarro Sts., Mfg. Jeweler.

E

Eager, Henry Howe, 1219 Main Ave., 307 State Bank Bldg., Mdse. Gum, Hay, Fruit and Produce Broker.

Eckers, Theo., 210-212 Avenue C, Cafeteria.
 Eckers, Theo., 221 E. Commerce St., Cafeteria.
 Edwards, J. F., 606-7 State Bank Bldg., So. Texas Lands.
 Eifler, William J., Mgr. Land Dept. San Antonio Loan & Trust Co., 215 W. Commerce St.
 Ellett, John W., Gunter Bldg., Business Manager Harpoon Pub. Co.,
 Elliott, W. F. J., 812 State Bank Bldg., Farms, Ranches, City Property and Loans.
 Elmendorf, E. H., 210 Bois D'Arc St., Physician.
 Emerson Loan Co., 400 E. Houston St., Loan Brokers and Jewelers.
 Empire Motor Sales Co., 201 Avenue C, Cor. Travis, Automobiles.
 Enterprise, The, 602 E. Commerce St., Hardware and Auto Supplies.
 Epstein-Lytle, Empire, Ropal, Princess, Vaudeville and Pictures.
 Estate of Naylor & Jones, 127 Losoya St., Noa Spears, Mgr.

F

Farnsworth, O. M., 117 Losoya St., Original Mexican Restaurant.
 Farris & Co., E., 317 Alamo Plaza, Importers of Oriental Rugs and Art Goods of all kinds.
 Feldman, H. C., 423 Navarro St., Real Estate.
 Feldman, H. C., 423 Navarro St., Real Estate, Investment, Loans.
 Follansbee, Hazen, Gunter Hotel, Sales Specialist.
 Field Lippman Piano Store, Commerce and St. Mary's Sts., Piano and Victrola Dealers.
 Fiesta San Jacinto Assn.' Chamber of Commerce, H. L. Miller, Chairman Advertising Committee.
 Finek, H. W., West Commerce St., Cigar Manufacturer.
 Frost National Bank, 107 Main Plaza.
 Fischer, A. M., Cor. Alamo Plaza and Houston St., Kodaks and Drugs.
 Fisher, Wm. H., 216 E. Houston St., Real Estate.
 Fisk Co. of Texas, The, 204 Avenue C, A. M. Hill, Advertising Mgr., Automobile Tires and Accessories.
 Flannery & Co., J. B., 415 Navarro St., Real Estate and Loans.
 Flynt, H. C., 410 Gunter Bldg., Land.
 Fomby Jones Co., 509-11 E. Houston St., Clothing and Furnishings.
 Forsyth, A. R., Gunter Bldg., Real Estate.
 Fowler, J. G., 519 Bedell Bldg., Real Estate.
 Franks Food Shop, 231 Losoya St., Delicatessen and Dutch Lunch.
 Frank Co., A. B., 210-212 W. Commerce St., Wholesale Dry Goods.
 Franklin Printers, The, 417 Ave. D, Commercial Printers.
 Fraser Auto Supply Co., Travis and Jefferson Sts., Paige and Dort Automobiles and Ajax Tires.
 Fraser Tailoring Co., 101 W. Commerce St., Tailors.
 Friedrich, Albert, Cor. Houston and Soledad Sts., The Buckhorn.
 Friedrich, Ed., 802 E. Commerce St., Fixture Manufacturer.

G

Gafford Culvert and Machinery Co., Cor. Comal and Monterey Sts., Road Machinery and Culverts.
 Gantt, S. E., Gunter Bldg., Real Estate.
 Gantt, S. E., 814 Gunter Bldg., Real Estate.
 Gebhart Chili Powder Co., 112 So. Frio St., G. G. Geyer.
 Gibson, Arthur, State Bank Bldg., Builder.
 Gibson, C. W., 508 W. Commerce St., Fish and Oysters.
 Gilbert, Miss Iva, 124 Nebraska St., Elocutionist and Dramatic Reader.
 Giles, Alfred Co., F., Bld. Ave. C and Travis St., Architects.
 Goetz, A. J., Central Fire Station, Chief Fire Department.
 Goodman, H. L., Main Plaza, Goodman Grocer Co.
 Gorden, B. F. and Flora M., 408 E. Travis St., Chiropractors.
 Gottlieb, David, Alamo and Commerce Sts.
 Gray & Co., A. A., 101 W. Houston St., Real Estate and Loans.
 Greiner, A. J., 208 Gibbs Bldg., Real Estate.
 Grona, A., 1036 E. Commerce St., Mattress Manufacturer.
 Groos, Carl F., 625 Brady Bldg., Real Estate.
 Grove, Mrs. I. L., 107 Ave. C, Witmer Crane, Millinery.
 Guaranty State Bank, 401 E. Houston St.
 Guaranty Motor Car Co., Cor. Romona and Augusta Sts., J. T. Logan, Mgr.
 Guaranty Shoe Co., The, 117 Alamo Plaza.
 Gulf Coast Drilling Co., 205 Central Office Bldg., Oil, Water, Gas, Deep Well Drilling.
 Gunter Hotel, Cor. St. Mary and Houston Sts., Percy Tyrrell, Mgr.

LIVE WIRE DIRECTORY

H

Hagy Woodward Co., Sloan & Hagy Bldg., Farm Tractors.
 Haile, J. T., Mgr. State Bank Bldg., Room 309.
 Haff & Bro., M., 336-342 E. Commerce St., Wholesale Dry Goods and Notions.
 Hamilton, R. W., 626 Gunter Bldg., Real Estate.
 Hanak, K. J., Brady Bldg., Land Brokers.
 Henderson & Lane, 201-2 Alamo Bank Bldg., Life and Accident Insurance.
 Hardie, J. G., Manager of Gunter Hotel.
 Harding & Potter, 229 E. Houston St., Real Estate, Rental & Loans.
 Harley-Davidson Cycle Co., 625 Main Ave., Motorcycles.
 Hartwell & Co., Real Estate, Insurance, Gunter Bldg.
 Harris, Mose C., 130 Main Plaza, Pub. The Texas Republic.
 Hart, L. J., Gunter Bldg., Chairman St. Mary St. Com.
 Hays, Eugene M., 506 Brady Bldg., Real Estate Broker, Cr. 1312.
 Hays, Eugene M., Real Estate Broker.
 Herff Co., Aug. A., San Antonio Loan & Trust Bldg., Architects.
 Hensinger Hardware Co., 110-12 Main Plaza, Hardware and Implementments.
 Hensinger Hardware Co., 112 East Side Main Plaza, Shelf and Heavy Hardware.
 Hadsell, C. E., 611 Gibbs Bldg., Real Estate and Investment.
 Hagelstein, G. & H., 401 2 Navarro St., Real Estate.
 Hess, The Florist, 508 Main Ave., Successor to S. A. Floral Co., Cut Flowers, Floral Designs.
 Heinen, O. F., 212 Central Office Bldg., Real Estate.
 Heinen, D. & A., 335 Alamo Plaza.
 Henry, Norman R., Swearingen-McGraw Bldg., Military Tailors.
 Hertzberg, Harry, Brady Bldg., Attorney.
 Hertzberg, E., Jewelry Co., Cor. Houston and St. Mary's Sts., Jewelers and Opticians.
 Heuermann, L., 807 S. Presa St., Mgr. Roach and Barnes Company.
 Higher Publicity League of Texas, 319 St. Mary's St., Publicists and City Builders.
 Higher Publicity League of Texas, 319 St. Mary's St., Publishers Greater San Antonio, "The City of Destiny and of Your Destination."
 Hildebrand, H. E., 801 E. Houston St.
 Gen. Mgr. Carter-Mullaly Transfer Co.
 Gen. Mgr. Seeing San Antonio Co.
 Hilde, E. E., 407 Dwyer Ave., Mfrs.
 Hirschberg, Henry A., Alamo Nat. Bank Bldg., Attorney.
 Hillyer-Deutsch-Jarrett Co., 1309 S. Flores St., Lumber Dealers.
 Hitt Cigar Co., The, Gunter Hotel Bldg., 209 E. Houston St., Wholesale and Retail Cigars.
 Hoetgen, Peter P., 602-8 Gibbs Bldg., Mgr. Franklin Life Insurance Co.
 Hoffmann-Hayman Coffee Co., 307 N. Medina St., Wholesale Coffee.
 Hollands Tea Store, 229 W. Commerce St., Tea, Coffee, Spices, etc.
 Hornberger, Schmitt & Co., Duerler Bldg., W. Commerce St., Gen. Agents for Texas Insurance all Kind.
 House of Giordano, 610 Market St., Original Creations.
 Household Furniture Co., W. Commerce St., Furniture.
 Household Furniture Co., 214-16 W. Commerce St., Furniture.
 Houstonian Cafe, 102 E. Houston St., Restaurant.
 Houston, J. N., Moore Bldg., Mgr. Southern Texas Agency Actua Life Insurance Co.
 Howell Bros., 217 Frost Bldg., Real Estate.
 Hughes, O. E., 129 E. Houston St., Druggist.
 Hugo & Co. Ralph H., Gunter Bldg., Fire and Casualty Insurance.
 Humble Oil Co., T. B. Hopper, Mgr.
 Humble Oil & Refining Co., El Paso and Medina Sts., T. B. Hoffer, General Manager.
 Hummatt Fred, 204 S. W. Commerce St., Paints and Wall Paper.
 Hunter, Dr. H. M., 203 Alamo Plaza, Dentist.
 Hutchins Hotel, 205 Garden St.
 Huth Seed Co., The, 502 1 Market St., Seed Merchants.
 Hyman, Harry, 200 Central Trust Co., Real Estate.

I

Icke & Bros. Geo., 601 E. Commerce St., Grocery.
 Ideal Penny Laundry, G. L. Wallace, Prop.

Independent Electric Light & Power Co., 207 A. C. Distributors Deleo Light Products.
 Industrial Publishing Co., Buck & Toeppervien, Prop.
 Imperial Hotel, Heinman St., J. Keeley, Prop.
 Int. Bank & Trust Co., 106 S. W. Commerce St.
 International Realty & Investment Co., 505 Br. Bldg., J. E. Cartwright, Mgr.
 Irish, B. G., 313 Navarro St., Real Estate.

J

Jackson, E. J., College St., Better Printing.
 Jarvis, Eston Lee, Gibbs Bldg., Commercial Linotyper.
 James, Frank, 601-2 Brady Bldg., Special Agent Casualty Ins.
 James, J. Frank, 601-2 Brady Bldg., Gen. Casualty Insurance, Surety Bonds and Loans.
 Jenner Mfg. Co., 829 S. Flores St., Wholesale Candy Mfg., Cr. 7580.
 Jarrett, J. E., Bedell Bldg., Investment Banker.
 Joske Bros. Co., Alamo and Commerce St., Department Store.

K

Kalteyer, W. C., 406 E. Houston St., Druggist.
 Kansas City Produce Co., 307 9 Buena Vista St., L. Tobias, Prop., Com. Merchants and Whole Dealers in Poultry, Eggs, Better.
 Karotkin, Max, 318-20 W. Commerce St., Furniture.
 Keene, Geo., 128 Military Plaza, Druggist, Mfr. Keene's Red Liver Capsules.
 Keihuan, W. H., 312 E. Houston St.
 Kenney, Dr. Jno. W., 209 Ogden St., Surgeon, and Prop. Kenney Sanatorium.
 Kenney, Jno. W., 209 Alamo Plaza, Surgeon.
 Kent, Dr. Frank, Hicks Bldg., Eye, Ear, Nose and Throat.
 King Furniture Co., 205-8 W. Commerce St., N. H. King, Mgr.
 King & Heinen, 212 Central Office Bldg., Farms, Ranches and City Property.
 Kinney & Co., J. C., 116 Jefferson St., Plumbing and Electrical Contractor.
 Kline, L. N., Route 6, Box 139, Pecan Grove Poultry Farm.
 Koenig Printing Co., Basement Gibbs Bldg., Art Printers.
 Knuth & Moody, 515 Hicks Bldg., Gen. Contractors.
 Kray, Gus J., 207 E. Houston St., Jeweler.
 Krueger, A. J., Cor. Carson and N. New Braunfels Ave., Grocer.
 Kunkel, Louis, 126 Main Ave., Groceries.
 Kuntz-Albaugh Lumber Co., 823 Lakeview Ave.
 Kottler, Geo., 207 Gunter Bldg., Automobiles, Loans.

L

Lane, Taylor, Brady Bldg., Real Estate.
 Lambert, Ray, City Hall, Com. Parks and Sanitation.
 Leighton, Thos. G., Alamo Nat. Bank Bldg., Stock and Bonds.
 Lockwood, National Bank, E. W. Richardson, General Banking.
 Luthy Electric Manufacturing Co., Yale Hicks, Mgr.
 Lytle, J. L., Realty Co., 209 Gibbs Bldg., Real Estate, Investments and Loans.
 Lytle, W. J., Mgr. Empire Theatre, 211 Brady Bldg.
 Lathrop Furnace Co., The, 221 N. Flores St., Heating and Contracting Engineers.
 Lacaud & Son, 116 Avenue C, Bankers.
 Lange Soap Co., 407 Dawson St., Soap Making and Cotton Seed Oil Ref.
 Lammers, O. S., 134 W. Commerce St., Photo and Barber Supplies.
 Lanier Hotel, St. Mary and Travis Sts., J. J. Six, Mgr.
 Law, William J., 615 Gunter Bldg., Hartwell & Co., Rental Mgr.
 Learn & Co., W. Odell, Southside Military Plaza, Birds, Snakes and Wild Animals.
 LeCompte Realty Co., 229 E. Houston St., Real Estate.
 Leeds Woolen Mills, 108 Avenue C, Tailors and Woolers.
 Leel, C. C., Sec. Mfg. Assn., Gunter Hotel.
 Levytansky & Co., 206 E. Houston St., Jeweler.
 Liberty Mills, Conal and Morales Sts., Merchant Millers.
 Lightfoot Realty Co., 324 Gunter Bldg., Real Estate.
 Robert & Sons, M. J., 216 S. Alamo St., Custom Tailors, Clothing, Pressing.

Lone Star Brewing Assn., H. Bruhn, Sec.
 Long, W. F., 602 S. Presa St., Auto Repairing.
 Long, W. J., 110 Gunter Bldg., Real Estate and Loans.

LIVE WIRE DIRECTORY

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Locke, J., 403 Central Office Bldg., Ranchman.

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Lott, William C., Sons & Co., Central Office Bldg., Real Estate and Investments.

Lott, William C., & Sons Co., 204 Central Office Bldg., Real Estate and Investments.

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Louis' Book & Cigar Co., W. H. Bitter, Prop.

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Lowry & Doolen, Cor. Travis and St. Mary Sts., Auto Tires.

Lozano, Ignacio E., 118-20 N. Santa Rosa Ave., Pub. of La Prensa.

Luck, E. A., Victoria Hotel, Director of Publicity.

Lucas, P. G., 747 S. Alamo St., Pharmacist.

Lucas, Chas., 1402 E. Commerce St., Mfr., Marble and Granite Monuments.

Lukin, Chas. J., Lukin Military Academy, Alamo Heights.

Luther, Dr. F. E., 206 Book Bldg., Pres. S. A. & N. W. R. R.

Lytle-Epstein, Empire, Royal, and Princess Theaters

M

Mackel Co., Ray, 104 E. Travis St., Storage Batteries and Auto Electric Equipment.

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Manhattan Cafe, 310 E. Houston St., John Anthony, Prop.

Majestic Theater, Main Ave. and Houston St., Ed. Raymond, Mgr.

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Master Carburetor Sales Co., 128 Nacogdoches St.

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Mayer Piano Co., Cor. Travis and Golind Sts.

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Motoroil Co., The, 310 Main Ave., Distributors Star Tires, Truxton Units, Walter W. Taylor, Mgr.

N

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P

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Q

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 Sweeney, H. H., 211 College St., Alamo Auto Livery.

T

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 Taylor, Lane, Brady Bldg., Real Estate.
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 Thorman, H. C., 425 Navarro St., Home Builder.
 Thorman, H. C., 425 Navarro St., Home Builder.
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U

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V

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W

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 Wright, Martin, 300 E. Houston St., Electrical Contractor.

Y

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Z

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All subscribers who did not furnish copper half tones according to specifications of compiler, or those who did not have cuts ready in time, now have ample time to prepare them for the next edition.

E. A. LUCK.

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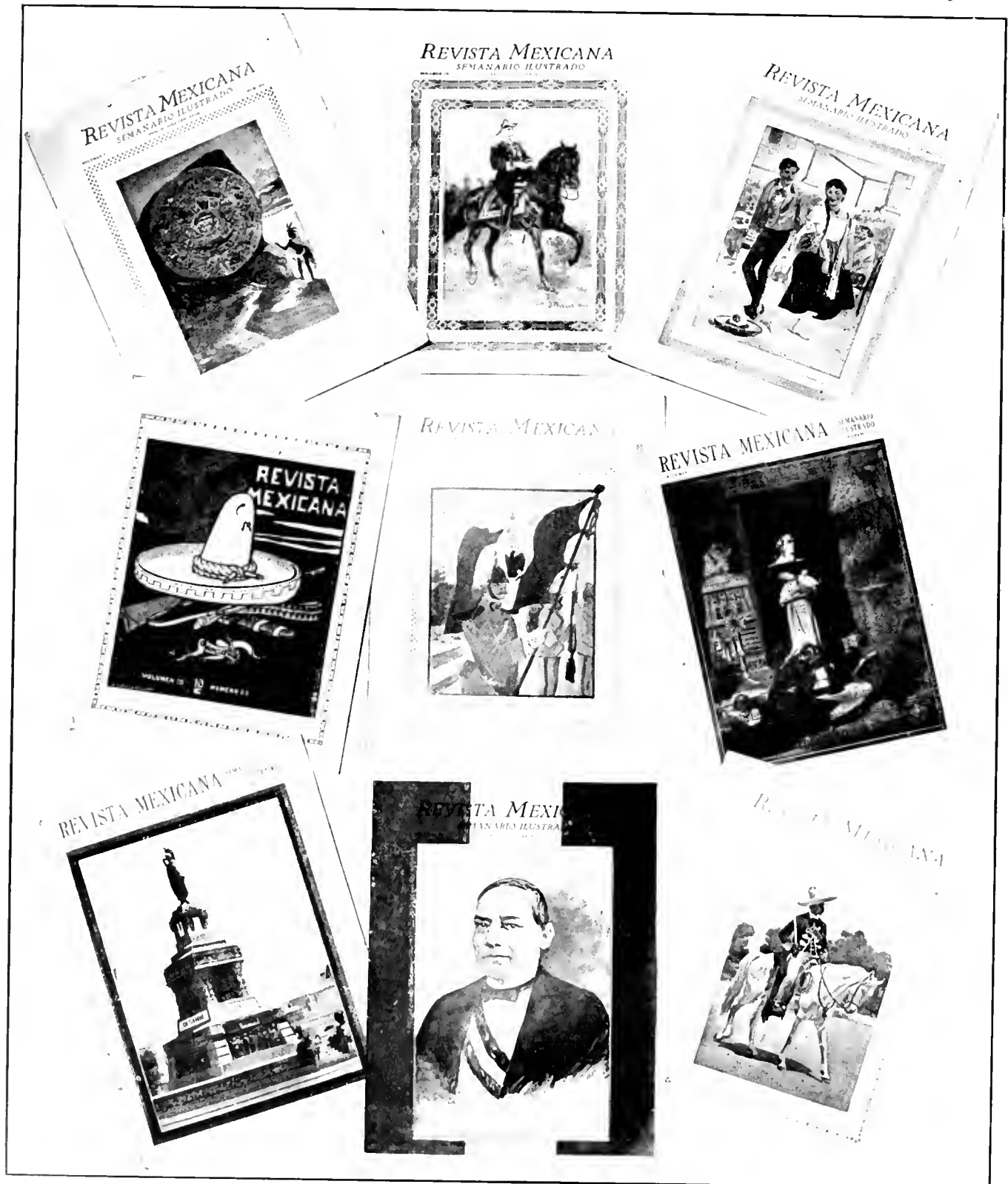
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ALGUNAS CARATULAS LLAMATIVAS DE "REVISTA MEXICANA."

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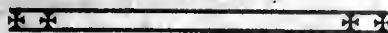


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Please remember that the HIGHER PUBLICITY LEAGUE OF TEXAS has some real publicity experts on its staff who are permanently located among you and who are devoting their entire time and energies to the work for your benefit and for the commonwealth. They operate in conjunction with travel bureaus, steamship lines, the press and proven periodicals.

The name of their publication is “GREATER SAN ANTONIO, THE CITY OF DESTINY AND OF YOUR DESTINATION,” and the facts this Higher Publicity book presents about San Antonio are to encourage men to investigate the opportunities and to lend their brains and money to the development of the great natural wealth in which the San Antonio territory abounds.

The profits to the individual will be the increased business growing out of the permanent prosperity of the City and State. The success of many sections of Texas now depends upon the greater development of their natural resources and to bring these more into the public eye in the right way by scientific and judicious publicity is the first consideration of the HIGHER PUBLICITY LEAGUE OF TEXAS. The path to co-operation has been made easy and plain by scientific publicity experts, who are conducting the “GREATER SAN ANTONIO” propaganda.

HIGHER PUBLICITY is the real yeast in the bread of improvement and a never failing factor for good results. It is absolutely infallible. In proof we can refer you to some brilliant examples of the exact and effective working of the system. Help do something to bring our City more into the public eye in the right way. This is the crucial moment for San Antonio, but make the start today.

Our publication, “GREATER SAN ANTONIO, THE CITY OF DESTINY AND OF YOUR DESTINATION,” together with our co-operative Publicity System and Service, is the greatest medium of publicity our people ever had the opportunity to support.

HIGHER PUBLICITY LEAGUE OF TEXAS

E. A. LUCK, Director of Publicity

SAN ANTONIO, TEXAS

319 St. Mary's Street



NOTICE

THE ADVERTISING SPACE on this back cover page is worth thousands of dollars on account of the very high class distribution of this wonderful book of facts, figures and photographs, but the compiler has agreed with original patrons not to sell advertising space and to keep the quality of the book far above anything in its class and strictly adhere to the ethics of Higher Publicity for San Antonio.

HIGHER PUBLICITY LEAGUE OF TEXAS

By E. A. LUCK, Director of Publicity
San Antonio, Texas

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